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President's Corner

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From Conference to ClickU SLA Learning Opportunities

Many of you will be getting ready to attend the annual SLA conference in Philadelphia. This annual event is a fantastic venue to network, learn, and communicate with others in our profession. However, even if you can't make it to Philadelphia for the annual conference, are you aware that you can attend virtually? The virtual conference attendance allows you to participate in real time for many of the spotlight sessions as well as the closing general session. If you're interested be sure to register [on the SLA conference website](#).

Another way you can get the benefit of learning sessions developed specifically for information professionals is through the [fantastic ClickU webinar replays](#) on the SLA website. These courses that you can replay at your own convenience, on your own time allow you to develop and focus skills in new areas of expertise. The topics are extremely valuable.

For instance, the most recent 2011 webinar on developing a marketing plan provides the following targeted information:

- ***How to Develop a Marketing Plan***

Description: The presenter will reveal the five basic steps to take to craft a simple, practical marketing plan for one target market. This strategy is scalable--you can use it to write a detailed plan for the long-term or a quick-and-dirty one for a particular event or campaign.

I love the term scalable that is used in this description – I find that the most successful skills I have developed over my years of working are those I can apply broadly in all kinds of situations, those that are scalable in scope and application.

Other recent sessions that you won't want to miss include:

- *Embedded Services for Solos and Small Info Centers: Strategies and Considerations*
- *Searching Public Records Online: Tips & Tricks*
- *Social Business: Social*



Media Tools for Business and Competitive Research

- *Seven Skills of Highly Successful Information Professionals*
- *Patents 101 - a Basic Primer to Patent Information*

So continue to learn and develop your skills through all that SLA has to offer – from the annual conference to the ClickU webinar replays.

SLA truly provides a **scalable** learning environment for members to obtain new skills and further existing capabilities.

More About...Click University

SLA's **Click University** is a continuing education tool designed to help library professionals stay up to date with industry developments. The name CLICK stands for Continuous Learning to Improve Career Knowledge. Click U is a way for information professionals to stay connected through a collaborative online learning community.

SLA Member Profile: Beth Autin



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How did you decide to go into this field?

I had planned to pursue a PhD in Art History from Columbia University but determined it was not financially practical. Art History required a lot of library research and since this was the early 1990s, I spent substantial amounts of time in the university library poring through the print Art Index. I discovered I really liked finding information, pulling all the disparate pieces together and delivering a nice, neat package for someone else. I saw the Library Science program in the graduate

Get to know your peers!

Each quarter, the SLA-SD Newsletter will feature a Member Profile as a way of allowing us all to get to know each other a little better. Know someone who would make for an interesting profile? Let us know! ebornhei@qualcomm.com or mjameson83@gmail.com

school catalog and calculated I could plow through in just over a year. I assumed I would do this for a few years until I figured out what I really wanted to do or work in an art museum library.

I also had my own library in my room when I was nine. My mother shut me down when I tried to collect overdue fines from neighborhood kids. I needed that money for collection development of our non-fiction section but she was just mortified. I forgot all about it until I flipped through the graduate school catalog. Now I've been in the field for fifteen years and have never worked in a museum. I'm one of those people who just fell into the intersection of where preparation meets opportunity!

When and how did you first become involved in SLA?

I joined SLA in 1998 when I transitioned from a law firm library to a pharmaceutical company library. I had

been active in the New Orleans and San Diego chapters of AALL (American Association of Law Libraries) and it was natural that I continue as an active member of the Special Libraries Association.

What kind of work are you doing now? What do you like (or dislike) about it?

I'm manager of the Corporate Information Center in a San Diego-based biotech company, Gen-Probe Incorporated. As the company's first and only full-time librarian, I've been able to build the services from the ground-up. Each year there have been new additions to our portfolio of services, along with occasional deletions.

Initially I reported into Information Systems and had a more active role in Information Management, particularly as co-lead on our Intranet redesign and implementing SharePoint 2003. Since I moved into Finance three years ago I've become more involved in meeting the business research needs of the company, including competitive intelligence. I really love the variety of subjects and projects. I connect my colleagues with content and it's never the same day

twice. The content, source and delivery mechanisms have changed substantially since my first position fifteen years ago but I'm still providing information resources my colleagues need. It's very satisfying to know my work helps them to be more productive and make informed decisions. I also really like working for a company that develops medical diagnostic tests.

I dislike being seated at a desk for such long periods of time. Parts of me really hurt at the end of the day!

How would you personally like to impact the library and information profession?

If I could chose just one thing, it would be to change the perception of librarians. Most people have a very narrow view of what a librarian / information professional does. They don't realize that we can organize information in a number of formats and translate their questions into better search results. We need to help them understand this and also communicate that we are pretty tech-savvy. I think even the least tech

-savvy librarian exceeds the old stereotype. This outdated image limits us, negatively impacts our job prospects and endangers the future viability of our profession.

I'm pretty excited to see librarians jumping into other areas such as Intranets, Knowledge Management, Competitive Intelligence and other related fields. Occasionally I meet someone who KNOWS; they really get it. But I still hear "Oh, you must really love to read...how lucky that you get to sit and read books all day!" much too often.

SLA-SD's April Program a Great Success!



Virginia Crockett
Senior Director
Qualcomm Learning Center

Our April program was a fascinating look at how one organization has utilized emerging technologies to enhance collaboration and learning among employees. Virginia Crockett, Senior Director with Qualcomm's Learning Center, gave an overview of Qualcomm's efforts to bring more "social" technology tools in-house.

SLA members in attendance – hailing from a variety of different work environments - shared their own experiences with efforts to collaborate with peers using internal tech tools. A special thank you to Virginia for a terrific overview of the challenges and rewards of being on the bleeding edge of enterprise-wide social media efforts! Also, thank you to the Pacific College of Oriental Medicine for hosting this event.

Student's Corner



Kathy Elliott
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In her role as Student Liaison, Kathy Elliot helps promote communication with San Diego area LIS students as well as student members of SLA.

Here are some valuable social networking resources and tips she recommends:

Join a Google or Yahoo Discussion Group

[SLIS San Diego Resources](#)

[SJSU SLIS Job Search](#)

[SJSU SLIS Yahoo discussion group](#)

Stay connected via Facebook

[SJSU SLIS SoCal Facebook page](#)

Subscribe to pertinent Electronic Mailing Lists

[QUICKSLIS: PRACTICAL INFORMATION FOR SJSU STUDENTS](#)

[SLISADMIN: THE OFFICIAL SCHOOL OF LIBRARY & INFORMATION SCIENCE LIST](#)

SLA Member Benefits

Did you know that as a member of SLA you are entitled to many exclusive member discounts on everything from professional publications to rental cars?

SLA also strives to help independent information professionals and small business owners with the rising cost of insurance and office supplies. Members can save up to 40% on the cost of life insurance through SLA's Association Health Program.

For details on all SLA member discounts [click here!](#)

Job Hunting and Hiring Panel Recap

The San Diego Chapter hosted a powerful panel of speakers on the topic of Job Hunting and Hiring: Insider Perspectives. Nearly 50 people attended the February 23 session at Pfizer San Diego to learn effective strategies for landing the ideal job.

Special thanks to the esteemed panelists; Anne Turhollow (Interim Associate Dean, San Diego State University), Steven Deineh (Instruction Librarian, Mira-Costa College), Elizabeth Grossman (Digital Library Administrator, Bridgepoint Education), Gayle Pellizzer (Recruiter, LAC Group), Talitha Matlin (Assistant Librarian, San Diego Zoo), and Dolly Goulart (Senior Manager, Qualcomm).

For a summary of top tips from the insiders, compiled by program moderator Cindy Shamel, [click here](#).

You Got the Interview! Now What?

Most libraries today have a two-tiered interview process. The first stage is a brief phone interview and the next is the formal on sight interview. Here are some additional tips from Anne Turhollow (Interim Associate Dean, San Diego State University), on increasing your chances for success:

- **Be familiar with standard interview questions** and have an answer ready to go. For example every interviewee knows they will likely be asked where they see themselves in 5 years. It never hurts to review standard interview questions online if you need a place to start.
- **When it comes to the phone interview make sure you are watching the clock.** If you notice your time is ticking down be sure to answer questions concisely. The key is a balance between being concise and also demonstrating specific knowledge relevant to the position.
- **Be prepared to ask questions!** Interviewing is a two-way street and your opportunity to check out the organization. Asking questions demonstrates interest and also helps you evaluate if the organization fits your needs.
- **Most importantly know the name of the institution and interviewers.** This seems basic but the last thing you want to do is reference the wrong company name. If a list of interviewers is provided in advance take some time to memorize their names so you can address them personally.

Alignment Project Update



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Do you know about Need to Know?

SLA has launched the brand-new **Need to Know Forum** (N2K) as part of the 2011 annual conference. What's interesting about this eight-session networking event is that it is targeted to *non-SLA members* and people from outside the info pro world. SLA wants to use the N2K forum as a way for non-info pros to "learn about the value of access to authoritative information."

Sounds like alignment, right? That's because it is – N2K will emphasize how authoritative information can help organizations "be more competitive, avoid lawsuits, improve internal collaboration and increase innovation." *Notice the emphasis on results that are valuable to our users.* Basically, this forum is a way for SLA to provide structured outreach to our parent organizations and help them to see *why* information professionals are so important to the bottom line.

So who "needs to know" about N2K? Pretty much anyone who would benefit from more effective utilization of an information professional's skill-set.

So now you know, but what can you do? We all talk up our information skills at work, but sometimes people need to hear it from outside sources in order to really believe it. What we can do as members is to get the word out about N2K. SLA has some great tips on how to do so:

Think of **5 connections** you have outside of SLA, and invite them

Join the Need to Know Forum [wiki](#) for invitation materials, slide decks, bulletin-info, and other resources. Stay tuned for a customizable press release.

Get social - Tweet and share links to this blog post and the N2K [info page](#) amongst your social networks.

Comment on our Facebook fan-page [Discussion](#) about the N2K Forum, and invite your friends to do the same. Point your connections to the informational slides on [SlideShare](#) to learn more

Forward connections you have at any industry publications to SLA's PR contact, [John Walsh](#), for press outreach.

Let's help SLA with this outreach effort, which is all about aligning our values with those of our organizations, and vice versa. If we can show how we help our organizations by providing top-notch information services---*in terms that are important to them*---we can better serve our users and fulfill our missions.

Support Children's Literacy at the Spring Book Drive

Donations will be accepted May 18th in conjunction with the SLA-SD MoPA event!

The Dubois Library at the Museum of Photographic Arts (MoPA) is currently hosting a book drive for Words Alive. Holland Kessinger, the MoPA librarian, would love to extend this drive to include the May 18 SLA-SD event at MoPA. Please consider bringing new or gently used books in English or Spanish for ages 0-18 (especially 0-6) with you to the May program. For more [click here](#) or contact [Kathy Elliott](#).

Upcoming SLA Events

SLA-SD May Program

May Meeting at MoPA!

In the Merry Month of May, our Program/Social will take us to Balboa Park and MoPA (Museum of Photographic Arts). Holland Kessinger, MoPA's librarian, will introduce SLA-SD attendees to MoPA's Dubois Library, give us a brief history, outline some of the collection highlights, and talk about some of the Library's' goals and challenges. Holland has a BA in Art History/Criticism from UCSD and a MLIS from SJSU and was hired as the Librarian for MoPA in 2006. And for post-presentation socializing, we invite you to join us next door to enjoy Happy Hour at the Prado Restaurant. (On an ad hoc, informal basis - no formal reservations will be made).

Date: May 18th, 2011

Time: 4:00-5:00 pm

Cost: \$5

Location: Museum of Photographic Arts, Balboa Park

Registration and more info:

<http://sla-divisions.typepad.com/sandiego/2011/04/sla-sd-may-meeting-at-mopa.html>

or send an email to Vani Inampudi at vani@qualcomm.com

2011 Events Calendar

May 13-19: Medical Library Association Conference, Minneapolis, MN. <http://www.mlanet.org/am/am2011>

May 18: SLA-SD May program at Museum of Photographic Arts in Balboa Park

June 12-15: 2011 SLA Annual Conference in Philadelphia, PA. <http://alturl.com/nzgrm>

July 21-23: FORO Transborder Library Forum, University of Texas, Austin. <http://conferences.tdl.org/FORO/foro2011>

July 23-26: AALL Annual Meeting in Philadelphia, PA. Information available at <http://www.aallnet.org/events/>

October 17-19: Internet Librarian 2011 in Monterey, CA. <http://www.infotoday.com/il2011/default.asp>

About SLA San Diego

The Special Libraries Association (SLA) is a nonprofit global organization for innovative information professionals and their strategic partners. SLA serves about 10,000 members in 75 countries in the information profession, including corporate, academic, and government information specialists. SLA promotes and strengthens its members through learning, advocacy, and networking initiatives.



The San Diego Chapter is one of 58 regional chapters of the Special Libraries Association (SLA). We are an organization of over 100 information professionals in the San Diego area.

Join today!

To become a member, please visit the SLA's main web site at <http://www.sla.org>.

Advertising opportunities

Are you a vendor interested in reaching information professionals in the San Diego community?

Contact Bee Bornheimer (ebornhei@qualcomm.com) or Maria Jameson (mjameson83@gmail.com) for more details on advertising opportunities with SLA San Diego.