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President's Corner

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Amazingly 2011 is coming to a close, and it is time for reflection on accomplishments of the year. I was required to submit the Chapter Annual Report to headquarters last week, and completing it was a good exercise to begin reflecting on SLA San Diego in 2011. What was interesting this year is that the report was done in Survey Monkey which allows leaders to also see responses by other Chapters. Comparing responses will be a great way to benchmark our local organization and get ideas from our colleagues in other geographies. 2012 leaders will have access to the data and can leverage it going forward. However, in the short time frame since the reports have been submitted I was able to browse the information in an informal way and I was able to see what makes our Chapter unique:

Our Processes and level of organization

SLA-SD is organized and has developed a policy and procedural manual (78% of all Chapters have one), a strategic plan (only 58% of Chapters have one), and we have an archive with a signed archives agreement (only 41% of Chapters can claim this).

Fiscal prudence and budgeting

We have a budget (46% of Chapters have one) and we report our financials quarterly (only 33% of Chapters do this). On top of this we have reserves that we keep in the SLA pooled savings fund for future use.

We have fantastic programs

In 2011 we offered the following programs:

- (2/23/11)-Job Hunting and Hiring - Insider Perspectives
- (4/20/11)-Using Emerging/Social Technologies to Increase Collaboration and Informal Learning in the Enterprise
- (5/18/11)-SLA-SD Program/Social at Museum of Photographic Arts
- (7/28/11)-SLA-SD Program - Candidates, Conference and a Tour! (conference overview, candidates for SLA President in person session, and a tour of the Herrick Library)
- (10/14/11)-SLA-SD Fall Seminar: The Future-Ready Information Professional: Adding Value through Agility, Innovation, and Collaboration
- (11/12/11)- SLA-SD - Day at the Getty Center
- We also hosted many happy hour get-togethers that are very popular for networking.

This is just a small sampling of what makes SLA-SD unique. What is not in the statistics but that I notice at every event and meeting is the diversity and expertise of members, the support given to those entering the profession, the camaraderie and expertise of the SLA network!

We have also had challenges this year, namely in growing and even retaining our membership levels. This will be an area of necessary focus for the upcoming 2012 Chapter officers. It is also something for everyone who benefits from SLA-SDs effort to keep in mind. Membership creates a strong organization, and as the only local professional organization that supports all types of information organizations and professionals it is a resource we want to make sure thrives.

Looking forward to working with all of you in 2012. Best wishes for a peaceful and happy holiday season.

SLA Member Profile:



Carol Bodas
Manager, Library Services
The Salk Institute
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How did you decide to go into this field?

I don't feel I consciously choose this field, rather it found me. I have always been a book lover. From being a kid with a flashlight reading James and the Giant Peach, under the blankets, till way past my bedtime, to working in my high school library. Growing up here in North San Diego County, my mom took us kids to one of our many public libraries at least once a week, so for me it was a very natural place to be. (In fact, I go to my totally fabulous Encinitas library pretty regularly. If you haven't been there you should, it is a jewel!)

While in college I studied fine arts, and concurrently I worked as an assistant manager of a local bookstore. I loved the interaction with people and books, how it can be so personal. I really got to know about people by what they read, and found helping them find their next great read fun, and a challenge at the same time. Working in the retail side of the book world gave me a customer service perspective that has helped me enormously over the years. A Terrific library opportunity came my way, and I took a chance. When I first started working here at the Salk Institute almost 19 years ago, the

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

academic world seemed so civil compared to the chaos of retail, (especially during the holidays). What I've come to know is that it has own special sort of chaos. Grant deadlines; papers to be submitted; references to checked and checked and rechecked; to finding that one last paper of the UTMOST importance from the Proceedings of the Royal Society of Sub-Tropical Invertebrate Studies, from 1897, or was it 1798???

When and how did you first become involved in SLA?

I joined SLA as my position here at the Salk Institute grew into one with greater responsibilities, and demands. SLA gave me the support, and resources I was looking for to help fulfill that role I didn't feel that ALA alone was the right fit for my type of library (tiny and special). In short, I needed a peer group that I could reach out to for collective wisdom. Being a two person operation can be challenging and isolating, SLA gives me a sense of community. There are so any opportunities to network, and learn, I only wish I could attend more of them.

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

I am the Library Manager for the Salk Institute for Biological Studies. The Salk is a research intensive institute with a diverse population, driven by a passion for scientific discovery. It has been my pleasure to work with the likes of Jonas Salk, several Nobel Prize winners, grad students, and the occasional elementary school kid doing a report on polio. Helping each of them put the pieces of their puzzle together is what gives me the greatest satisfaction about my job. Being a small cog in the machine of science, who's aim is to better the human condition gives me a sense of giving back.

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SLA Member Profile (cont.)

My favorite question is the one that starts with "This is may sound weird, but..."

What I don't like... budgeting, budget cuts, and Wikimania.

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

These days libraries are easy targets for cut backs, and shrinking resources, my goal is to fight to keep us as a viable, relevant and useful to the broadest population possible.

What do you like to do outside of professional activities / interests?

For fun I love to travel to far flung places with white sand warm blue seas. I someday hope to start a small library on the island of Aitutaki. Home to some of kindest most endearing people I have ever met. When I was there I talked with a local woman who ran the Samade restaurant/hotel, she was so excited that I was a librarian! She told me I should return and start one there. So I told her I'd do my best to be back one day.

Fall Seminar Recap

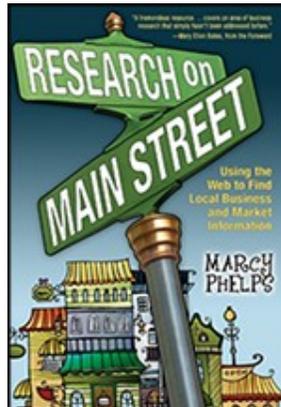


The Fall Seminar was held Friday October, 14 at Marina Village. It was a very successful program with a strong showing by SLA-SD members. Keynote speaker Marydee Ojala (ONLINE editor) addressed the topic [The Future-Ready Librarian: Getting current with new technologies to anticipate your users' needs](#). Ojala (*left*) stressed that "future-ready" means including knowing your users, being able to anticipate special needs, and knowing the formats they prefer for information delivery.

The event include an array of great speakers listed below. All of the presentations are now available online if you were unable to attend.

- Dave Harmeyer (Azusa Pacific University) [Your Next Strategic Plan](#)
- Virginia Damrauer, Jack Hamlin, & Steve Fleisher (National University) [Copyright issues and the academic](#)
- Linda Garnets, Nancy Angelo (Consultants), Amy Kutzman & Helen Henry (UC Davis) [Creating and using your own peer learning and mentoring community](#)
- Lesley Farmer & Alan Safer (CSU Long Beach) [Measure Up: Using six sigma tools for continuous library improvement](#)
- Christian Gray (Atlas Consulting and Reprints Desk) [Future Ready 365 Blog](#)

Book Review



Book Review by Cindy Shamel [Shamel Information Services](#)

Research on Main Street: Using the Web to Find Local Business and Market Information

Sooner or later you're going to need reliable, localized, business information.

Ideally, you'd like it to be freely available and easy to find.

Until now there has been no targeted guide to this type of research.

Research on Main Street fills the gap. We now have a guide for finding business and market information at the local level that points to sources for researching people, companies, demographics, economics, and issues. Author Marcy Phelps has spoken widely on this topic and done her own fair share of local business and market research as owner of [Phelps Research](#).

In this one-of-a-kind resource Phelps provides background, search strategies, and key sources to help readers find reliable local-level information on a budget. Phelps puts this research niche in context, coaching the reader to look at how a given geographic area relates to larger geographic areas, how it relates to nearby geographic areas, and how it relates to similar areas from other regions.

Learning this kind of strategic thinking alone justifies the cost of the book (\$29.95 from [Information Today](#)). But wait. There's more.

After a general overview of the kinds of resources valuable to local area research and a reminder of how to discern quality information, the author moves into a detailed discussion of sources and strategies for finding demographic data, economic information, people, and ways to understand the issues that come to bear on a specific geographic region. Each chapter includes strategy tips. In addition, as [Mary Ellen Bates](#) points out in the Forward, Phelps offers short case studies throughout the book that help in "understanding when I could use these resources in my day-to-day work."

Author Phelps has also called upon a number of experienced researchers to share their advice in Tips from the Pros. (In the interest of full disclosure, I should say that yours truly contributed one of those Tips.)

The final chapter provides guidance on when to turn to the fee based

sources for information. "For local searchers, fee-based sources are often the fastest route to detailed information for small geographic areas." Here you'll find tips on how to pay (subscription, pay as you go, or other options), when to pay (calculating what your time is worth), and who to pay (listing key fee-based services.)

To get a sense of the valuable information offered in this 254 page book, try this one tip offered on page 26. To quickly find relevant information on local sites, try [GovScan](#) Powered by Google, GovScan searches more than 5,000 city, town, county, and state government websites within all 50 United States. Now doesn't that just make you wonder what the other 253 pages contain?

SLA-SD Contributes to Future Ready Blog

In the week of December 5th, SLA-SD chapter members contributed to the [Future Ready 365 Blog](#). The 365 Blog is a project of the Special Libraries association that is dedicated to having a post from a different information professional everyday until the end of 2011.

Britt Mueller, Kathy Elliott, Talitha Matlin, Amy Jankowski and Dolly Goulart each contributed posts with their thoughts on what it means to be "future ready." Check out these posts and join the conversation!

More Great LIS Blogs

Looking for a few good blogs to add to your RSS reader? Check out:

- [LISNews](#): Topics covered include current events and news in the world of Library and Information Science including links to news stories, web sites, original writing, interviews, and reviews.
- [In the Library with the Lead Pipe](#): Features peer reviewed articles by a team of librarians, support staff, educators, and community members. Blog is dedicated to exploring new ideas and ways to help improve libraries.
- [The 'M' Word - Marketing Libraries](#): The M Word is a blog dedicated to providing information for librarians and non-profit organizations on marketing. Topics Covered include marketing tips and trends that are applicable in libraries.

Upcoming SLA Events

Annual Business Meeting & Holiday Dinner

The 2011 Annual SLA-SD Business Meeting combined with Holiday Dinner will take place on Dec. 8th at Apollonia Greek Bistro in La Jolla. We'll take this opportunity to recap our 2011 events, introduce our new slate of Chapter Officers, and present an award; sprinkle these ingredients with holiday cheer and it's a recipe for a great evening among colleagues and friends! Please join us!

Date: Thursday December 8th, 2011

Time: 6:00-8:00 pm

Cost: \$21

Location: [Apollonia Greek Bistro](#), La Jolla

Fixed Menu includes:

Appetizers: Hummos & Pita

Salad: Greek

Sandwiches (Choice of): Gyros - Chicken Souvlaki - Falafel

Dessert: Baklava & Galacto - Boureko

Beverage (Choice of): Coffee - Tea (ice/hot) - Soft Drink - Milk - Lemonade

For Registration and more information visit:

<http://sla-divisions.typepad.com/sandiego/2011/11/2011-business-meeting-and-holiday-dinner.html> or email [Lauren Rasmussen](#)

2011-2012 Events Calendar

December 8: Annual Business Meeting & Holiday Dinner

Apollonia Greek Bistro, La Jolla

<http://sla-divisions.typepad.com/sandiego/2011/11/2011-business-meeting-and-holiday-dinner.html>

March 21-23: 2012 Computers in Libraries Conference in

Washington, DC

<http://lisevents.com/events/2012/computers-libraries-conference-2012>

June 21-26: 2012 ALA Annual Conference in Anaheim, CA

<http://www.alaannual.org/>

July 15-18: 2012 SLA Annual Conference in Chicago, IL

<http://www.sla.org/content/Events/conference/ac2012/index.cfm>

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 Fitzgerald (maria.c.fitz@gmail.com) for more details on advertising opportunities with SLA San Diego.