

Search Newsletter

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News You Can Use

System Reference Center Fact Sheet

A suggestion from the recent survey on your use of this e-newsletter prompted us to link to the [SRC fact sheet](#)  on the [home page](#) of the System Reference Center's web site. The librarian who gave us this idea suggested including the fact sheet in orientations for new staff members and, periodically, as a refresher in reference, children, teens and branch staff meetings.

Gale Database Training - August 21 through September 7

Gale's Kurt Stovall returns to demonstrate the new search features for PowerSearch, Biography Resource Center, Business and Company Resource Center and Literature Resource Center. The new interface can boost your pinpointing patrons' "real" questions.

Register yourself on the [eVanced online calendar](#). Sign up for the training site that is most convenient for you.

To see all the trainings:

- Click all the systems displayed to left of the calendar.
- Click on "Find."

To register for training:

- Click on for training you would like. For September trainings, click on the "next" arrow to the right of "August."
- Registration box will pop up.

Register early. Classes under 10 attendees may be cancelled.

[Details on dates, times, locations and directions.](#)

"Thinking Out Loud" with George Needham and Joan Frye Williams

Infopeople has launched a monthly podcast series, [George and Joan, Thinking Out Loud](#). "Perspicacious pundits" [George Needham](#) (OCLC) and [Joan Frye Williams](#) (library consultant) converse about trends in society and technology and how they affect libraries and librarians. The first podcast from July 30, [Are We Dumbing Down the Library?](#), can be downloaded in MP3 format. [Details and instructions](#)

September Training

Future of Libraries III - September 26 - San Francisco

The Library Staff Development Committee of the Greater Bay Area is sponsoring the third workshop of its popular annual series. Keynote speakers, Anthony Costa of Califa and San Francisco City College, Laura O' Donoghue of Contra Costa County Library, and Sarah Houghton-Jan of San Mateo County Library, will discuss and present on these topics and issues:

- Social Software in the Library: MySpace, Wikis, IM, Blogs and Flickr
- Services Without Sites: When Fingertips-to-Fingertips Augments Face-to-Face
- Collection Development/Collection Management, Link+, E-Books and the Proliferation of Formats

Wednesday, September 26, 2007- 8:45am - 5:00pm [San Francisco Public Library](#)

Sign up [online](#). \$40 registration fee. *Register early.* Registrations will continue until September 21, 2007, or until the auditorium is filled, whichever comes first.

Archives with Trevor Bowes from OCLC - August 28 - 29, 2007

[Trevor Bond](#), archivist at Washington State University Library and OCLC trainer, has developed two new courses on managing and building in digital or analog formats, which will take place at the [Dr. Martin Luther King, Jr. Library](#) in San Jose.

Tuesday, August 28: 1:00 - 4:30pm - [Managing Archival Collections: An Introduction](#)

Registration deadline: August 23, 2007.

Wednesday, August 29: 9:30am - 4:30pm - [Streaming Audio and SMIL for Oral Histories](#)

Registration deadline: August 24, 2007.

Wikipedia - Past, Present, and Future - September 6

The [San Francisco Bay Region Chapter](#) of the [Special Libraries Association \(SLA\)](#) will present [Phoebe Ayers, engineering reference librarian at UC Davis](#) and a long-time

[Wikipedian](#). Phoebe will discuss Wikipedia authorship, trustworthiness, search engine ranking and Wikipedia's importance to information professionals and researchers. She was one of the organizers of [Wikimania](#), the third annual international Wikimedia projects conference held August 3-5, 2007 in Taipei, Taiwan.

Thursday, September 6: 5:30 - 8:30pm - UC Berkeley Faculty Club Program 7:30 - 8:30pm [Registration Directions](#) The registration deadline is August 29.

Certified Public Library Administrator Local Courses

The Public Libraries Association has debuted a new certification, Certified Public Library Administrator (CPLA), with preparatory courses for those desiring the certification as well as those who would like to increase their professional knowledge. The basic content of the workshops is of equal interest to librarians pursuing certification and librarians desiring to enhance their professional skills in more informal way. The workshops have been designed to be practical rather than theoretical and include interactive exercises and group work.

During the 2007-2008 fiscal year, the following courses will be given locally:

September 19-20, 2007: Current Issues, with George Needham and James McPeak (San Mateo County Library, Millbrae Branch)

February 19-20, 2008: Budget and Finance, with Sandra Nelson (Martin Luther King, Jr. Library, San Jose)

April 29-30, 2008: Fundraising, with June Garcia (Martin Luther King, Jr. Library, San Jose)

[Information, full schedule, instructor profiles, CPLA description and registration](#)

Questions and Answers

Who Can Make My Plastic Fishbowl?

Our patron wanted to find a U.S. manufacturer for his newly invented plastic fishbowl. A Google search turned up nothing and the local search of [ThomasNet](#) yielded only 6 companies.

Our researcher again searched ThomasNet using the broader term, "plastic container manufacturers," which yielded 38 companies. Taking the question a step further, our researcher screened the Dun & Bradstreet Million Dollar Database (D&BMDD) using "plastic aquarium/supplies" and "plastic containers." D&BMDD turned up 43 plastic aquarium manufacturers and 505 for generic plastic containers. Her answer was in a memo which included her ThomasNet links and her search strategy and was accompanied by the data from the D&BMDD search in an Excel spreadsheet.

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News from our Members

Hus IMing U? IM Reference Service at Livermore Public

Rosemary Dukelow, Supervising Librarian of Information Services at Livermore Public Library sent us this month's member contribution. Thank you, Rosemary!

[Livermore Public Library](#) expanded its [IM reference service](#) in February of this year, to include all of the library open hours. The Library uses a [Meebo](#) aggregator to communicate with AIM, Yahoo, and MSN messengers. The Meebo widget was installed on the library home page, so patrons can just click and type in their questions.

[Diablo Magazine](#) decided to make a test run of the service in January and made true of the adage "On the Internet, Nobody Knows you're a Dog"; Renee Romanov did not know that the service was being tested by a sophisticated user. She aced the test, receiving high praise for her answers to questions on "pole" dancing from a "Polish-American", dog commands in French for a Bichon Frise (Renee pointed out that that breed is from Spain, so she should try them in Spanish), and places in the Tri-Valley to search for UFO's. "The librarian replied in timely, straightforward, and earnest fashion." ([Library LOLs](#) by Lauren Boyle, January 2007).

Libraries that are considering implementing IM service would be wise to heed our cautionary advice: When you least expect it (WYLEI), your responses might be evaluated and reported. Livermore Public Library is pleased to have received recognition and accolades for the IM service.

Alameda County Library's "Write to Read" wins 2006 Presidential Award

Alameda County Library's [Write to Read](#) literacy program at the county's juvenile hall in San Leandro was one of the winners of the [Coming Up Taller](#) awards, an initiative of the [President's Committee on the Arts and the Humanities](#). Laura Bush [presented](#) the [award](#) on January 22, 2007 at the White House, per an [article](#) in the Oakland Tribune and a feature in a recent newsletter of the [Alameda County Library Foundation](#).

Peninsula Library System Pilots OCLC's WorldCat Local

The Peninsula Library System (PLS) is the first public library to pilot OCLC's WorldCat Local, which is described in an OCLC [press release](#) dated April 11, 2007. PLS librarians are attending training as *Search* goes to press. The pilot is scheduled to run August 20 - October 15, after which a decision will be made to adopt WorldCat Local or not. For a sneak preview, go to plsinfo.worldcat.org.

Update on Salinas Public Library

[Elizabeth Martinez](#), the former executive director of the American Library Association, has been appointed to be the director of the [Salinas Public Library](#). She starts on September 5.

In November 2004, with the city budget operating at a deficit, Salinas voters defeated local tax increase measures. The entire city library was slated to be closed. State library leaders and local citizens, including a revived Friends organization, rallied to raise funds to keep


the libraries open for a few hours a week with minimal staff. From there, local groups successfully campaigned for a sales tax measure which was approved by the voters in November 2005. The library now has 38 full-time positions and just increased its open hours to 117 last month. Congratulations to Salinas Public Library's staff and supporters!

If your library has some interesting statistics or sends out press releases, please share them with your staff, post them on committee listservs, and send them to [Mary Beth Train](#). One good idea begets another!

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BALIS/PLS/SVLS System Reference Center

www.systemref.org

- For libraries to submit an article for *Search* or a suggestion, email Mary Beth Train at train-AT-plsinfo- DOT - org.
- Find *Search* archives at [Search Newsletters](#).
- We're part of the Library!
 - [Bay Area Library and information System \(BALIS\)](#)
 - [Peninsula Library System\(PLS\)](#)
 - [Silicon Valley Library System \(SVLS\)](#)
 - [Monterey Bay Area Cooperative Library System \(MOBAC\)](#)
- To send a Second Level reference request:
 - [Web form](#)
 - Email us at info -AT-plsinfo- DOT -org
 - Fax: (650) 349-5089 or (800) 505-5583
 - Phone: (650) 349-5538 or (800) 644-6244
- [System Reference Center Flyer](#)  Use for staff orientation and training.

Who we are:

- Linda Crowe - Executive Director,
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- Gail McPartland - Assistant Director, Services,
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- Mary Beth Train - *Search* Editor
- Angel Kao - Program Assistant

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