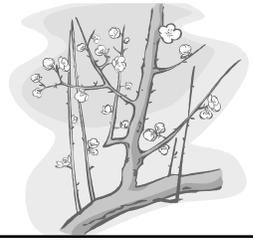




# Bay Net



Bay Area Library and Information Network

Spring 2004

## President's Message

*By Wess John Murdough*

**H**ow fast the time goes by! It seems like I just finished writing my first BayNet President's message and now I am writing my last one. I guess the time goes by so quickly due to the great programming that BayNet offered this past year.

BayNet's current year ended with a bang, an excellent program presented at our annual meeting by Gary Price. Gary was a very stimulating speaker and presented a wide variety of information in a short time span. We owe our thanks to Steven Dunlap, incoming BayNet president, for the great job he did in organizing this event.

We also had a short business meeting during our annual meeting. It included the election of new BayNet officers. Our new procedures have eliminated the mail ballot and we voted for the candidates at the annual meeting. I want to thank Richard Geiger, Immediate Past-President, for chairing the nominating committee that discovered such great candidates. The election slate is announced separately in this newsletter.

There has been a recent resignation from the Board by the public library representative. The vacancy will be filled by a Board appointment, and put up

for election next year. If you are a public library member and wish to volunteer, please send me an email ([wmurdough@aimusa.com](mailto:wmurdough@aimusa.com)). With their permission, you may also nominate someone. Service on the BayNet Board is very rewarding.

At this time I would like to thank the outgoing Board members. Immediate Past-President, Richard Geiger has been a great supporter and advisor to the Board. We hate to see him leave and hopefully we can induce him to continue to serve in some capacity. Also, Cynthia Bennington has completed her term as Treasurer and has kept the accounts in very good order. We appreciate her help. David Dodd served as Public Library rep and resigned due to a job change. Again, best wishes to all departing Board members.

Our programming this past year has been quite a success. We had two tours, three professional workshops and one dinner meeting. We have partnered with the San Francisco Bay Region Chapter of SLA for several events. We continue to look to our membership for ideas on future programming. Please contact the Board members with your input and ideas for events. I have appreciated the opportunity to serve this organization and I look forward to many more years of continued association with BayNet. I feel very confident handing over the reins to Steven Dunlap as your new President. Thank you for your support this past year.

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## BayNet Annual Meeting - Gary Price Shares Web Wisdom

By Clarence Maybee, Mills College

The BayNet annual meeting held at the World Affairs Council on April 29th featured another thought provoking speaker, Gary Price. About sixty members from all over the Bay Area gathered as President Wess-John Murdough opened the meeting by introducing the current and incoming officers. In accordance with the new bylaws, new officers for the 2004 to 2006 term were elected at the annual meeting rather than by mail ballot. The new members of the BayNet Executive Board are: Vice-President, President-Elect: Susan Garbarino of UC Berkeley's Giannini Foundation Agricultural Economics Library, Treasurer: Cynthia Palmer of Golden Gate University Library, Academic Representatives: Mary Thomas of Foothill College and Joyce McLean of Holy Names University and At-Large Representative: Tim DeWolf of the Federal Reserve Bank.

Wess reviewed some highlights of the many events sponsored by BayNet during the past year. Many members will remember successful events such as the Manga and Anime in the Library workshop, the Forum on the Shrinking World of Public Information held at the San Francisco Public Library, the Art of Communication and Negotiation presentation, and the SLA Bay Region Chapter and BayNet's joint dinner meeting on web search tools. Popular tours were conducted of the Berkeley Public Library and the Natural Sounds Museum. Wess closed by informing those present of recent and upcoming changes: membership renewals can now be conducted online, the BayNet website is currently being revised, and the newsletter is now available from the BayNet website as well as in paper form. When association business was drawn to a close, Vice President/President Elect Steven Dunlap introduced this year's speaker, the dynamic and informative Gary Price.

Gary Price is the co-author of *The Invisible Web*, and the compiler/editor of *ResourceShelf* available at <http://www.resourceshelf.com>. Gary began his presentation by encouraging librarians to do a better job of marketing and promoting their services. It is up to librarians to inform people about the resources that are available and how to use them effectively.

Gary cautioned that a number of methods are employed by some web authors to get links to their pages to appear on the first page of results retrieved by the browser. For example, "link farms" are created, where a page is linked to a number of times, fooling the web browser into assigning the page a higher relevancy. This becomes very problematic when you realize that most people never look beyond the first page of results.

Gary then introduced numerous up-to-date web search engine tools and techniques. A few highlights include A9, a new search tool from Amazon that allows the user to annotate pages and save the search results. Google Catalogs searches for words embedded in images. Also, Google has partnered with different companies, including OCLC, adding 2 million catalog records to the Google database. Yahoo now offers Yahoo Finance, a specialized tool for finding company information. Teoma, now owned by Ask Jeeves, offers additional search terms after a search has been conducted, and Jeeves Shortcuts provides "actual" answers as well as a list of links to web pages. Vivisimo offers a "preview" of the retrieved web pages that appears in the results list window.

Referring to the invisible web, Gary introduced Public Records Directory as an excellent resource for locating difficult to find public information. He discussed the pros and cons of "federated" or "meta" searching, which provides a common interface for searching different resources, suggesting this resource may be useful for guiding patrons to the best resources. Gary demonstrated several current awareness tools, including software that shows when various web pages have been updated, and a variety of subject specific notification tools. He concluded with an assortment of "cool tools" that do everything from searching the web for spoken word texts to a help tool that provides Boolean searching for material stored on your computer.

Gary created a web page specifically for his presentation to BayNet, which provides links to the innovative tools mentioned above, plus many more. For a limited time this page will be available at <http://www.freepint.com/gary/baynet2004.htm>.



## Tour California with your Ears!

By Marlene Vogelsang, Pacific Energy Center

The March 18th joint tour of BayNet and SLA took participants through a delightful introduction to the California Library of Natural Sounds (CLNS) and on a "soundwalk" through California. Sandy Malloy, Tours Chair for SLA, and a birder at heart in fact, arranged this visit with Paul Matzner, curator of the CLNS at the Oakland Museum.

A symphony of elephant seals greeted us as we gathered in the museum's Walk Across California gallery on the first floor of the museum. Paul quickly quieted down those raucous beasts and told us the history of this unique collection of California sounds. The sounds library has existed since the museum's opening in 1968 and Paul has been the collector/cataloger/keeper/composer of the collection since its beginning. The library is a regional collection of natural sounds from California and the Pacific Northwest. Collection development and acquisitions take place on the beach, in the wetlands, woods and forests of California.

Imagine going out into nature with a large parabolic collector and microphone rig in order to get that next resource for your collection! That is just what Paul and his interns must do. There are over 250 original

tapes of sounds that have been collected and are being archived onto CD's – representing over 2500 separate recordings. Paul records both individual species sounds as well as ambient sound to create the soundscapes for museum exhibits. Sounds are transcribed with notes into a Filemaker location catalog. CLNS will provide sound clips to the public for a nominal fee; services that are utilized by requesters from around the world. As resources allow, Paul hopes to use the web and developments in technology to make the sounds available to the public.

As Paul led us through the Walk Across California gallery, we stopped and listened, really listened, to sounds at each exhibit, from the breaking waves and crying gulls of the coastline, through hooting owls of redwood groves, to the toads of the Sierras. Paul, who is also the cofounder of the Nature Sounds Society, <http://www.naturesounds.org/>, was a delightful tour guide. Stop by and say hello next time you visit the Oakland Museum.

Currently, you can hear many of these sounds at the museum as background to the exhibits, on a compact disk, "Quiet Places: A Sound Walk Across Natural California" available at the Museum bookstore and on the Museum website at Soundwalk Across California, which is available at <http://www.museumca.org/naturalsounds/index.html>. Take the tour...you will find it fascinating!



*A family rests together in the afternoon sun.*



### BayNet Newsletter to Go Electronic!

Dear BayNet member,

Due to the cost of mailing, the BayNet newsletter will be published primarily in electronic form beginning with the next issue. If you wish to continue to receive it in print, please contact our membership chair, Rose Falanga at [rosef@exploratorium.edu](mailto:rosef@exploratorium.edu). Future issues of the newsletter will be posted on the BayNet website and mailed out to the BayNet listserv.



## March 3rd SLA and BayNet Joint Dinner Meeting

By Mark Mackler, Folger Levin & Kahn, LLP

Most of the tables were filled at UC Berkeley's Faculty Club for the joint dinner meeting of the SF Bay Region Chapter of the SLA and BayNet members. It was a pleasure to see more than half a dozen seats filled by students from the School of Library and Information Science at San Jose State University. The SLA and librarianship have serious concerns about their future demographics, making it important that we lay inroads at library schools.

Roberto Esteves, representing Califa, was the first speaker. In the March-April edition of Bayline, Maggie O'Brien described Califa as a membership-based service organization that brokers and facilitates the delivery of products and services to libraries. Califa represents itself as a marketplace for one-stop shopping, and can obtain substantial discounts for its members through cooperative purchasing. For more information take a look at the Califa website at [www.califa.org](http://www.califa.org).

The second speaker was RJ Pittman, the co-founder and CEO of Groxis. Mr. Pittman traced the development of "visual support" for modern-computer systems. "In the beginning" was the Mac. Then came the web browser. Pittman concluded that the web browser was fine for a while, but as 10-15 million web pages have grown to an estimated 550 billion web pages, we need a new tool to effectively search the web.

So, how do we get the "whole picture" in a logical, comprehensive way? How do we avoid looking at a single web page at a time? Five years ago, Groxis began to study this problem, and three years ago developed Grokker software. Grokker 2 was released at the beginning of this year. It uses several search engines and then breaks up the results into visual planes, and "maps" the results for you. Unlike Google, which is based on lists, Grokker is based on visual representations. As Fortune Magazine posited, "This really could be the future for finding information."

This graphical interface plugin software is easier to understand when you see it yourself, so have a look at [www.groxis.com](http://www.groxis.com). Bonus question: What are the origins of the terms "Groxis" and "Grokker"?

## New Members of the BayNet Executive Board:

In accordance with the new BayNet bylaws, this year's election was done at the Annual Meeting. At press time, there is still a one year vacancy for the position of Public Library representative. If you are interested in filling this slot, please contact BayNet President Steven Dunlap, [sdunlap@ggu.edu](mailto:sdunlap@ggu.edu). The election results are as follows:

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*Bay Area Library and Information Network*

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A complete list of the BayNet Executive Board will be available on the BayNet website <http://www.baynetlibs.org/index.html> and published in the next newsletter.

The BayNet Newsletter is published three times a year. The newsletter is free to BayNet members. Submissions from members are welcome. Please contact the new Editor:

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This issue was jointly edited by Clarence Maybee & Susan Garbarino, past editor.

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