

President’s Column, by Betsy Chessler

This column is a little of this and a little of that. Hang on while I zigzag through it!

Salsa Dancing

There is nothing better than the sight of a room full of law librarians and their guests learning to salsa dance. And we were good. We were light on our feet (mostly) and we followed instructions. It didn’t hurt that most of us had enjoyed an excellent Café Coyote margarita beforehand. (Mine was pineapple chipotle.) And how about those cupcakes tucked away in the goodie bags? Once again, SANDALL did the holidays right with great Mexican food, music and dance, at Café Coyote in Old Town on December 12th. Kudos to SANDALL VP Jane Larrington and SANDALL Treasurer Benita Ghura for putting it all together.

Competitive Intelligence

Some months ago, my law firm did something that may become more common. They placed the library squarely in the marketing department. The manager of the library now reports to the head of marketing. In many ways this makes sense. When I look at the work I do for the firm, at least a quarter of my time is spent on marketing and business background research. I am not alone either. At the AALL conference this past summer, I learned that hundreds of law librarians were interested in learning more about this type of research and a move to create a new SIG (Special Interest Group) is underway. So I was excited that SANDALL was able to offer a brownbag January 11th on Competitive Intelligence, featuring CI pioneer and author Seena Sharp. (Her book, Competitive Intelligence Advantage, is available via Amazon.com). If you missed this very interesting presentation, you can view it on our SANDALL blog, at http://sdlawlibraries.blogspot.com.

The Grip of Technology and the Art of Organization

The Wall Street Journal recently ran a very funny graphic by John Kuczala*. Picture a glass paneled case, like the kind used for fire extinguishers, but this time it holds two smartphones, a Web screen, and two gaming controllers. Scrawled across the glass, in bright red block letters, are the instructions “IN CASE OF EXTREME WITHDRAWAL BREAK GLASS”. Another drawing shows a prim family of four on the family couch, their heads buried behind iPhones and Kindles and iPads and handheld gaming devices, completely oblivious to each other’s presence. If you sometimes feel a slave to your electronics, I am right there with you. On the other hand, I don’t want to give up my computer or my smartphone. We just need to balance the human and the digital. One way to do this is to use technology to free up time that can be spent with family, friends, and of course your SANDALL colleagues. On Friday, February 11th, our brownbag will focus on “Getting Organized”, using email and other tools to spend less time remembering what needs to get done and more time getting it done efficiently. After the program we’ll enjoy happy hour at a nearby location. Note the beautiful mix of the digital and human there! Look for further details on this brownbag shortly.

SANDALL members – Very Important People

Do you know what your colleagues are up to? Quite a lot, as it turns out. Today
my congratulations go out to Michelle and John.

Michelle Schmidt has been appointed the new Deputy Director of the San Diego Law Library, effective January 18, 2011. In the announcement of the appointment, John Adkins, Director of Libraries, said, “Michelle is one of a kind – a powerhouse of ideas, enthusiasm, and energy. She brings the perfect combination of experience and vision to this position.” Congratulations Michelle!

John Adkins has been invited by AALL President Joyce Janto to a special AALL “Colloquium” in late February in Chicago to discuss the future of the legal research profession in light of new technology. Only 20 librarians were invited nation-wide.

Would you like to tell me about a professional accomplishment of a fellow SANDALL member? Send me the details at bchessler@mofo.com. I will be delighted to share the news.

*“Your Blackberry or Your Wife”, Wall Street Journal, January 11, 2011
http://online.wsj.com/article/SB10001424052748703779704576073801833991620.html

Learn How to Support Your Law Firm with Strategic Knowledge Management

The current economic downturn is challenging law firms in unprecedented ways, and knowledge management (KM) is being implemented at firms to provide a competitive advantage. Join KM experts Julie Bozzell and Toby Brown for the February 17 webinar, Moving Beyond the Library Walls to Support Strategic Knowledge Management, from 11 a.m.-12 p.m. Central Time, and hear how KM is being applied to support the practice and business of law. Learn about the role law librarians can play to support strategic KM and contribute to a leaner and more strategic model of law firm practice.

Webinar objectives:
- define knowledge management
- describe how KM solves law firm challenges
- examine ideas to leverage expertise to support strategic KM to solve challenges
- discuss specific law librarian-led KM projects

Register by February 10.

Manage with Confidence

From transforming libraries and nurturing staff for new roles and responsibilities to developing a strategic plan for the library to building partnerships, new law library managers have a lot on their plates. The 2011 AALL Management Institute, to be held April 7-9, in Chicago, will provide new and aspiring managers with the opportunity to collaborate with your colleagues from all types of law libraries and develop the skills you need to manage with confidence today.

Learn how to:
- Build and nurture a professional network
- Develop effective communication
- Negotiate and handle difficult situations
- Develop a strategic plan
- Take on project management
- Champion the library’s role within the institution and build partnerships

The registration deadline is March 7, and the number of attendees will be capped at 50. Don’t wait – register today!
What do the size of fashion magazines, plastic bag frames, and white bread have in common? They are all examples of products that have either flourished or floundered based on a company’s understanding of its consumers and market conditions. It is easy for a successful company to grow complacent and it is also easy for a company to misread the consumer and competitor. Competitive Intelligence is the art of gathering information about the entire competitive landscape (not just the competition), and successfully analyzing it, so a company can “uneven” the playing field and gain market share.

As our speaker Seena Sharp, a CI pioneer and author of the popular book, Competitive Intelligence Advantage, shared with us, CI is knowledge and foreknowledge about the entire business environment that leads to action. Foreknowledge in this case is not psychic guesses, but rather predictions and forecasts based on research of the current market environment. It is the art of spotting trends based on thoughtful research. As Seena explained, perceived anomalies in consumer behavior really aren’t anomalies; it is more that we just haven’t noticed their pattern yet. The best business decisions follow from competitive intelligence.

As librarians and information professionals, our role is usually at the beginning of the CI process, finding current, accurate, objective, sufficient and relevant business information. One way to focus our research is to employ our “reference interview” skills and ask our client or patron, “What do you expect to do with this information?” You should also ask how deep a search is needed – cursory or in-depth – and how the information should be presented. Seena recommends a summary of the research followed by an appendix or addendum containing the actual raw research.

In your research you may come across a nugget of information that seems out of place and you don’t how important it is. Seena recommends holding on to the information; it may become important later, as you begin to see similar information elsewhere. You may have spotted a trend or shift. Seena also cautions against gathering information directly from the company you are investigating, as it will invariably be biased in favor of the company. A good source of information can be the local newspaper in the town where the company is located. For example, the Daily Breeze, which covers Torrance, CA, writes a great deal about Japanese companies, because many are located right in Torrance. Look for indirect feedback too. As Seena related, a major rock star would always gauge the success of his concerts by how many people left early by the side exits (he could see those clearly from the stage!).

I left this engaging talk with a signed copy of Siena’s book and a new framework for thinking about CI. CI is preemptive and serves as a foundation for business strategy. As librarians, we are in a perfect position to provide the research that moves business decisions.
The New SANDALL Buddies program is now well underway. The official kick off was held on Saturday November 20th at Yoghurt Land where mentees got a chance to meet their mentors in person and to set their learning goals for the program. One lively topic of discussion during the event was whether or not a person needs a J.D. degree in order to work in a law library. Each mentor provided invaluable insight to this query and on how an individual should pursue a career in law firms, public libraries, or academic libraries. As with all legal-related questions, the answer to whether or not you need a law degree is “it depends.” A person does not necessarily need a J.D. degree to work at a law library. However, if you are planning to be a reference librarian, a J.D. degree certainly helps and is mandatory in academic law libraries.

The SANDALL Buddies program will continue throughout the academic school year for two semesters, giving mentor-mentee pairs time to work on projects, job shadow, attend networking events, and really delve into what it means to be a Law Librarian.

We’ve asked each mentee to write a brief bio about themselves as an introduction to the rest of the SANDALL members. Be sure to say hello to them at upcoming SANDALL events!

Lise Brenton (Mentor: Betsy Chessler) is a research assistant at the San Diego City Attorney’s Law Library, and is currently enrolled in San Jose State University’s MLIS program. She has a B.A. in Political Science from San Diego State University, as well as Paralegal Certifications from both the University of San Diego and Boston University. Before coming to the City Attorney, she worked eight years at USD’s Copley Library as a supervisor in Access Services and Collection Manager. She is a member of AALL, SLA, MLA and ALA. Her goal is to work either in the private sector or for the Government. She became interested in law while attending a series of lectures in constitutional law in Prague, the Czech Republic. In her spare time, she likes to travel (has family in Denmark, Italy and the UK), keep up with politics and current events, and do CrossFit.
My name is Arthur Fields (Mentor: Valerie A Railey) and I am currently a student at San Jose State MLIS distant learning program. I hold a B.A. and an A.A. Degree in Political Science and an A.A. Degree in Liberal Arts. I completed my undergraduate work in the S.D.C.C. and S.D. State system. I have taken some paralegal courses and studied many other subjects on my own. I consider myself a free thinker. My passion in life besides my religious views is my love of knowledge and sharing knowledge. I did want to be a professor at one point of time but I could not handle the environment.

I have always had the desire to help other people and myself. I have been a tutor/mentor for years when I am feeling up to the task. Currently, my goal is to help my church develop a digital library system or at least help member’s access information from the public library via the internet. I have recently sent an application to join SANDALL.

I am interested in Law Librarianship because I have a background in Law. The course work I completed during my undergraduate work can be considered pre-law. I want to be involved in the program because I desire to explore the option of being a law librarian. I desire to be a special interest librarian and determined it is practical to begin in a field that I have some background information. Moreover, I have no idea what to expect being a librarian. I have volunteered at libraries, but it was mostly just book shelving when I was not tutoring people.

I like searching for knowledge and sharing knowledge. Every day, I find something new I wish to find more about. Second, I like to cook. Third, I like to engage in conversation. Fourth, I like to walk. Getting involved at my church is the most fun I have these days. I try to keep activities separate but sometimes it is hard to do that. I believe in separation of church and state, I prefer the church over the state always.

My name is Raymond Fwu (Mentor: Kelly Keach) and I am currently in San Jose State's MLIS program. The story of my life is kind of unique in that I was born in Saudi Arabia although my parents are natives of China and were expatriates of the U.S. When I graduated from high school in Carlsbad I spend about three years in community college. During that time I had no idea of what I wanted to do, so I thought I would pursue something engineering related. When I transferred to the four year UCSD I suddenly developed insomnia, which persists to manageable degree to this day. But back then it affected everything, including my relationships and my schoolwork. I was essentially a wreck. One day when I was having lunch with my sister I expressed concern for my future, so she said that I should instead pursue something that I enjoyed and would not care about the pay, so I chose libraries. I spent the rest of my time at UCSD studying history, a topic I was interested in as preparation for library school thinking that there was no harm in it. Of course that was all before the economy hit.

(Continued on page 6)
So here I am with a somewhat useless history degree, but still on the same course I set out for myself four years ago, but now I have doubts what with the rise of Google and the lowering of funds for institutions like libraries. I have recently read some biographies of people who have also had history degrees but later went to law school and had successful careers. I figure that this may be my chance to make something of my life in college. I can meet people in the law profession and get some advice and maybe even get a little experience. Here's hoping.

Amanda Heath (Mentor: Loren Stamper) is a student at San Jose State University School of Library and Information Science. She has a bachelor of arts in Communication and is working at developing her Spanish language fluency. She is currently volunteering with the San Diego county library system at the reference desk of the Poway branch. She has also volunteered in the Poway Branch technical services department. She is not sure yet as to which type of library she would like to work in after graduation and hopes to learn more about law librarianship through the buddies program. She currently works full time with a website portal design company. Consequently her free time is spent studying and gaining experience in librarianship. Amanda enjoys the outdoors, reading, and spending time with friends.

Kathy Jung (Mentor: Victoria Williamson) is a Library Technician for the San Diego County Library. She received her Bachelor of Science from The University of Texas and is currently pursuing her Masters of Library Science from San Jose State University. She was recently awarded the Librarians for Diverse Communities Grant. As part of the grant, Kathy will be attending the ALA Midwinter conference in San Diego and the BookExpo America conference in New York City.

She is interested in law librarianship to help the general public navigate their way through the judicial system. In her free time, Kathy enjoys cooking, riding motorcycles, and traveling overseas.

Jeanne Swedo (Mentor: Leigh Inman) is a Library Media Specialist for a private Catholic high school named JSerra Catholic High School in south Orange County. She received her B.S. in Business Administration, Human Resources Management from Cal State Long Beach and her MLIS from San Jose State. Jeanne also has 90% of her CA teaching credential completed and holds a certificate from Blackboard as an Online Instructor. Professional extracurricular involvement include 3 years (and counting) as a member of the LIRT Transitions to College Committee and she is Secretary of LILi, which is Lifelong Information Literacy Instruction, a group founded by Esther Grassian at UCLA. She has volunteered for NCATE to review Library Science programs for the prestigious NCATE accreditation and also for the LSL - Improving School Libraries - grant program through ed.gov. Goals she has for the program include possible job shadowing or exposure to the day-to-day functions faced by law librarians. Jeanne worked as a litigation secretary for 6 years in downtown L.A. and survived marriage to a litigation partner, which explains her interest in the legal field. In her spare time, she attends conferences - mostly about technology integration, she plays a little guitar and tries to sing country music. Besides that, she follows her two sons around - her HS sophomore son is a drummer and has a successful (Continued on page 7)
band called Ugly Paint, and her sophomore college son studies Business Admin and plays guitar.

**Tiffani Willis** *(Mentor: Karla Castetter)* recently began her first year in the masters program at the Graduate School of Education and Information Studies at the University of California, Los Angeles. Tiffani received her law degree from the University of Southern California and her B.A. and B.S, in Political Science and Journalism, respectively, from Boston University. Prior to beginning her studies at UCLA, Tiffani worked at Sidley Austin LLP. There her law practice focused on securities, corporate finance and general corporate law. Tiffani is eager to see where this new direction in her career takes her. She also enjoys running (she has run eight marathons) and traveling.

---

**San Diego's Law Library Justice Foundation hosts Empty House Party on February 10**

The Law Library Justice Foundation will host a fundraiser to benefit the San Diego Law Library’s renovation project. This event will be an evening filled with good food, fine wine, live entertainment and a surprise that will transform your view of what a public law library should be!

Invite your colleagues, friends and family to join us in our rebuilding, reinventing, and reinvigorating celebration! Here are the details of this event:

- **Date:** Thursday, February 10
- **Time:** 5:30 p.m. – 8:30 p.m.
- **Location:** 1105 Front Street – Main Library, Downtown San Diego
- **Tickets:** $75.00 in advance / $85 at the door
  
  Online registration starts January 10:  
  [http://sandiegolawlibrary.org](http://sandiegolawlibrary.org)  
  For group discounts, call (619) 531-4449

- Gift bags for the first 100 registrants.
- Proceeds will go to the Renovation Fund
- Hosted food and wine tasting. Cash bar.
SANDALL Holiday Party 2010
SANDALL NEWS

Amy Moberly
Editor
California Western School of Law
225 Cedar St.
San Diego, CA 92101
Phone: 619-525-1421
Fax: 619-685-2918
E-mail: alm@cwsl.edu

We’re on the web!
http://www.aallnet.org/chapter/sandall

SANDALL 2010-2011 MEMBERSHIP FORM

Name: ______________________________________________________________________________________
Organization: ______________________________________________________________________________
Mailing Address: ______________________________________________________________________________
City: __________________________ State: __________________________ Zip: ____________________________
Telephone: __________________________ Fax: __________________________ Email: __________________________

Send Fee and Form to:
Benita Ghura
San Diego County Public Law Library
1105 Front St.
San Diego, CA 92101

Membership Fee: $20.00 ($15.00: students)
Make checks payable to: SANDALL

Current Member: Yes____ No_____ Student?: Yes_______ No_______

Changed address, email address, fax number, etc.? Please check your directory listing and note any corrections here.
Updated data: ______________________________________________________________________________

Are you a member of AALL? Yes_______ No_______

Do you want your name address & email to be listed on the SANDALL WWW directory page?
Yes___________ No__________ Other________________________________________________________}