



# NOCALL *News*

Northern California Association of Law Libraries  
A Chapter of the American Association of Law Libraries

November - December 2010

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## President's Message

While the days are slowly getting shorter as winter approaches, NOCALL is running full steam ahead. We are meeting both formally and informally, actively advancing our professional organization.

In September, we held our business meeting in Sacramento. Over 30 NOCALL members joined me for lunch and a panel presentation on the future of the press. The presentations were both informative and engaging. It was clear that there is more change ahead in this area, and we as librarians need to keep a critical eye on this dynamic landscape. In October, WestPac came to town. A number of our members were in attendance for the conference as well as contributed to many of the programs. I would particularly like to recognize NOCALL members Janet Fisher and Terry Richards. Janet for her tireless work on local arrangements for WestPac and Terry for the wonderful wine country trip and library tour. In addition to these educational events, the NOCALL networking committee offered two events in recent months. The first was a flashlight tour of the Winchester Mystery House where even the attending psychic was creeped out. The other was a group trip to the Pixar exhibit in Oakland. The networking committee is always looking for ideas for group outings, so please contact Julie Horst if there is something you would like to consider.

Beyond our activities together, NOCALL is moving forward in other ways as well. This year was the first year we have e-mailed out our membership renewals as well as our directory. By eliminating these two postage expenses, NOCALL will be able to use those dollars in the support of educational activities for our members. Additionally, our PR chair, Debbie Maglione has been in discussions with the Recorder to include a regular NOCALL column. If you are inspired to write, please contact Debbie. It is a great way to share with the larger legal community. Finally, we are in discussions with our sister associations here in California to develop a California focused CRIV to address concerns such as changes to the Daily Journal.

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Looking forward, we have a number of events on the books. First up, the Community Service committee has another KQED pledge drive spot set up for November 29, 2010. Please contact them if you would like to join or if you have ideas on other community service activities for NOCALL members. Next up are our four corners holiday gatherings. They are set for December 2, 2010, at 5 pm. Please see the NOCALL website for complete details and I hope to see you out. In January we will have our business meeting South of the City. I am currently looking for both location and topic ideas. Please contact me if there is an area you would like me to focus on or if your library or firm would like to host the meeting.

Finally, Holly Riccio and her committee has set the date and location of the Spring Institute. This year we will be returning to the Sir Francis Drake on April 8-9, 2011. The theme is "Winds of Change: Where the Legal Industry is Going and How to Harness the Power of Opportunity," and we are working to offer a morning pre-conference on RDA in partnership with Baynet. Look for more details on the programming soon, but put the dates on your calendars now.

Thank you for all that you do to make this such a vibrant librarian community!

Shannon

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### NOCALL News

The NOCALL News is published five times a year by the Northern California Association of Law Libraries, a chapter of the American Association of Law Libraries, and is a benefit of membership.

The Northern California Association of Law Libraries assumes no responsibility for the statements and opinions advanced by the contributors to the association's publications. Editorial views do not necessarily represent the official position of the Northern California Association of Law Libraries.

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**PROFESSIONAL READING IN REVIEW**

By Elisabeth McKechnie and Susan Llano  
U.C. Davis School of Law, Mabie Law Library

**“Research Short Cuts; Favorite Search Secrets for Westlaw or LexisNexis.”** *Law Technology News*, October 2010, vol. 17, Number 10, pg 34, col. 1, Available in Westlaw.

A panel of law librarians and attorneys has submitted their favorite research tips, some good: using the # symbol at the beginning of a term to eliminate plurals in a Westlaw search. And some less so: “Thou Shalt Google.” But very interesting and many are likely to be time-savers.

**“Inside the Google Books Algorithm,”** by Alexis Madrigal, *The Atlantic*, November 1, 2010, Available at <http://www.theatlantic.com/technology/archive/2010/11/inside-the-google-books-algorithm/65422/>

This article discusses the search features behind Google Books. Unlike the Google search engine, Google Books deals with scanned-in text and cannot use the same search methods of its parent. Rather, Google Books has been engineering a series of tweaks over time, which incorporate into the search algorithm over 100 “signals” or data categories integrated into your search. These can include such elements as recent book sales, web search frequency, number of libraries holding the title and number of times the book has been reprinted. The overriding purpose is to serve both scholars looking for obscure data and the casual user wanting a trade paperback.

**“Test Drive: Lexis Advance for Solos,”** by Sean Doherty, *Law Technology News*, November 2010, v.17, Number 11, pg. 12, col. 2, available in Westlaw and by subscription at law.com.

<http://www.law.com/jsp/lawtechnologynews/PubArticleFriendlyLTN.jsp?id=1202473930134>

This is a short review of the new Lexis Advance for Solos. This new product is aimed at one- or two- attorney firms and is the first of a series of Lexis Advance services that will roll out through 2011. The reviewer goes through some of the search functions and pricing options; this product is aimed at new customers.

**“Law School Starts Research Service With Students, Recent Grads,”** by Meredith Hobbs, *Legal Intelligencer*, October 28, 2010, v.242, issue 84, pg.7, available in Westlaw and by subscription at law.com. <http://www.law.com/jsp/pa/PubArticlePA.jsp?id=1202474033723>

An interesting new program at Georgia State College of Law is connecting lawyers who need research assistance with 3<sup>rd</sup> year law students or recent grads. The service is called SHARP and is aimed at employers who are solo practitioners or with small firms. These employers may need help researching occasionally, but do not have a paralegal or associate to assist them. They like the fact that the students have already been vetted. Hiring the students on a short-time basis also gives the firm an opportunity to evaluate students before hiring full-time. The students (or grads) get a chance at some real-world experience. The program is less than a year old, but at the time this article was written, 13 lawyers had already taken advantage of it and their comments were all very positive.

**“Reader Choice, Not Vendor Influence, Reshapes Library Collections,”** by Jennifer Howard, *Chronicle of Higher Education*, November 12, 2010, v.57, issue 12, pg. A11, available by subscription at <http://chronicle.com/article/Reader-Choice-Not-Vendor/125275/>

Academic libraries have been soliciting faculty input for purchasing decisions for years, so the concept of “patron driven acquisition” that the author discusses is not new in academia. However, the article also outlines how technology and the availability of e-books can be used in a patron-driven program. In one example, if a patron clicks on an e-book in the library catalog (this e-book has not yet been purchased, so it only allows limited access), spends time looking at it or prints from it, this counts as a “trigger event.” If there are enough trigger events for a title, it will be purchased. Duke University Library considers their patron-driven experiment a success and bought 225 titles in the initial 14 days of the pilot project.

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**WHAT ARE YOU READING?**

By Nora Levine

**THE ADVENTURES OF SHERLOCK HOLMES (Oxford World’s Classics) by Arthur Conan Doyle**

I was a little scared to read this book. Again, unfair assumptions about classics. I thought it would be incomprehensible for a modern reader. The book is pretty good and interesting for a modern reader. It is a series of short stories, each of which comprises a full case for Holmes. Dr. Watson is in attendance as well. I like the variety of different cases that are presented. Each case, while essentially different, has similarities to the others. (I think that Arthur Conan Doyle began to reuse ideas after awhile.) Still, the different situations don’t lose their

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ingenuity. I would find it very interesting if Holmes and Watson met Thomas and Charlotte Pitt.

I am not any wiser on Professor Moriarity and am only a little wiser on Irene Adler, who appears in **GOD OF THE HIVE** , but will read the other books and continue my study.

**THE GOD OF THE HIVE (Mary Russell, #10) by Laurie R. King**

I liked this book better than the previous book, **THE LANGUAGE OF BEES**. The “two books as one story” concept, however, did not work for me, simply, I think, because they were not released at the same time. I read this second novel some time after the previous book, and had forgotten some of the story and much of the detail from *The Language of Bees*. This book seemed obtuse, and unnecessarily complicated to me. I am worried that the author is using some gimmicks to sell books. Alternatively, perhaps she is mimicking Sir Arthur Conan Doyle’s style rather than developing her style further.

I really hope Ms. King gets back to the style of **THE BEEKEEPER’S APPRENTICE**.

**CREATIVE TIME AND SPACE: MAKING ROOM FOR MAKING ART by Ricë Freeman-Zachery**

This book is primarily about attitude, time and learning to say YES to creativity as a valuable part of life.

The author offers up the concept of living a creative life and interviews artists on how each of them deals with that concept as a lifestyle, a problem, and a way of life. The reporting on their variety of approaches is excellent, because it forced me to think about what my approach is/would be. Seeing that different approaches work for different artists is a reminder that it is okay for me to craft my own solution. I can see that there are a lot of different ways to say yes.

After I finished reading this book, I went back to look over my notes and it became apparent that I had a list of tasks for myself to work through as a result of reading this book.

(Note: I still have Twyla Tharp’s book, **THE CREATIVE HABIT**, on my nightstand. *Creative Time and Space* makes me want to pick it up again and finish it. I probably won’t create an improvisational dance, but I think I will finish the book. ;-))

One thing I didn’t like about this book was that the page numbers were hard to find and there was no chapter

information on the bottom of the pages within a chapter. When I was on page 40, I didn’t know if I was still in chapter 2 or already in Chapter 3. I didn’t realize I used this information, but, apparently, I do.

---*Jaye Lapachet*  
*Coblentz, Patch, Duffy & Bass LLP*

I’ve just recently discovered Howard Norman and am rather hooked on him now. The first of his books I’ve read, **THE BIRD ARTIST**, is full of very quirky characters and takes place in Newfoundland. For me it was a hard-to-put-down book, written simply but beautifully, sprinkled with some very unusual and lyrical concepts.

And brilliant and unforgettable: **CUTTING FOR STONE** by Abraham Verghese. A story of two twins growing up in Ethiopia - really really fabulous story of people and the country itself.

---*Yarka Odvarko*  
*Little Mendelson*

**FALL OF GIANTS by Ken Follett**

This book is one of a trilogy that tells the story of the 20th Century. Book one introduces five families from different walks of life, from the aristocratic to the poor and the lead up to what developed into World War I. The time period and customs are researched extremely well, and readers will experience anger and happiness as they delve further into the characters and times. If you enjoyed his two previous historical novels, **PILLARS OF THE EARTH**, and **WORLD WITHOUT END**, you will definitely enjoy this 1,000 page book.

---*Nina Porcella*  
*Shepard Mullin*

**EARTH ABIDES by George R. Stewart**

When a plague reduces humanity to a few scattered survivors in a short period of time our protagonist, Isherwood Williams, learns to survive and re-begin history using the remnants of the world left behind. It was written in 1949, but the fun for me is that it takes place in the Bay Area and describes the slow deterioration of all the man-made structures. A fascinating narrative of how nature eventually reclaims the landscape with which we are all familiar.

---*Kurt W. Shuck*  
*Foley & Lardner Library*

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I just completed the novel **ONE DAY**, by David Nicholls. The book reminds me quite a bit of the 1978 movie "Same Time Next Year" which stars Alan Alda and Ellen Burstyn. This book, however, is set in England and portrays the lives of two people (a man and a woman) on a particular day (July 15th, St. Swithin's Day) each year for twenty years. The book begins with the day the two graduate from college filled with hopes and dreams and optimism about life's possibilities.

It then tracks their successes, failures and struggles with their career and various other aspects of life. The two remain friends and stay in contact throughout the novel. In fact, they each struggle with their romantic feelings for each other as they pursue relationships with other people.

The book is both hilariously funny (I found myself laughing out loud as I read on the bus) and searingly tragic. I found it extremely witty, insightful and well written. It manages to capture the beauty of youth and the real tragedy of lost hope, shattered dreams, loss, regret and longing. Life for them, as for everyone, is filled with surprises, both beautiful and calamitous.

The novel has been adapted into a screenplay which is rumored to star Anne Hathaway and Jim Sturgess. It is to be released late in 2011. I can't wait to see it.

---Ronald Wheeler  
USF Law Library

a number of new methods to provide reference services using new information technology options such as SMS and IM reference services and "roaming" reference. These new services, however, have presented unique issues when trying to calculate usage statistics. As many reference services are provided outside the traditional reference desk model, the ways in which we gather statistics must likewise change.

A new article in the latest issue of AALL Spectrum by Valerie A. Railey, entitled "The Data Game" (*AALL Spectrum*, Sept/Oct 2010, p. 39) discusses how libraries are rethinking their statistics gathering in the face of these new reference service models. Railey mentions one product, called Gimlet (<http://gimlet.us/>), which is particularly well suited for 21<sup>st</sup> century reference services. This commercial product is based on the open source project, LibStats, hosted by Google Code (<http://code.google.com/p/libstats/>). LibStats has been in development of a number of years now and was originally created by librarians at UW Madison. It is written in PHP and requires a MySQL backend and an Apache web server. The system is designed specifically for reference services and enables users to gather statistics from SMS, IM, phone, email and other reference service portals. It can be used by more than one user at a time and can also function as a log to assist other librarians in the department on what questions are being asked by students. Here at Santa Clara University's Heafey Law Library, we have been using LibStats for over a year now with great success. We have discovered that it greatly assists in internal communication as librarians can easily read about what students are asking and needing.

While Railey suggests using the commercial product, Gimlet, here at Santa Clara we decided to setup a virtual web server and manually install LibStats ourselves. This requires some technical expertise, such as how to create an SQL database and Apache web server, but should be fairly easy for a tech-savvy librarian who can follow the instructions. Gimlet does, however, offer a very competitive price of only \$10 a month and they host all the data themselves. Off-site data hosting may be a problem for law firm libraries who must adhere to procedures for client confidentiality which may be hosting Libstats internally a better option. With either option, users work within the same highly customizable interface. At Santa Clara, we created separate "libraries" within LibStats for both the Reference and Circulation Departments. Now, all interactions with library staff are recorded. We have found this to be very helpful in shaping new library services and discovering where we need to make improvements.

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## TECH TALK

By David Brian Holt and Ellen Platt  
Santa Clara University School of Law  
Heafy Law Library

*Technology reviews submitted by David Holt*

### Gathering usage statistics using Libstats

We have all heard the message in our profession that the nature of providing reference services has changed, and is continuing to change, as we encounter students from the so-called "Millennial Generation." These young people are accustomed to working in an electronic, or online, environment and may be somewhat averse to print materials. Additionally, they may fail to recognize the value of traditional reference services, and may expect a solution to their research problem more or less instantaneously. To accommodate these students, librarians have introduced

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## Using Libguides for class presentations and pathfinders

Much has been written lately on how to incorporate Web 2.0 technologies into a library's research guides. Many libraries have subscribed to the service, Libguides, which provides a complete CMS (content management system) for writing research guides and pathfinders. Here at Santa Clara Law we deliberated for some time over whether to make this jump. I felt that having a separate CMS for research guides was counter-productive as it worked against the principle of having one CMS for all your web content. Additionally, I felt that the system was a "crutch" of sorts for librarians who lacked the sufficient technical skills to create Web 2.0 savvy research guides. Well, after nearly 10 months using LibGuides I have to confess we have been converted. Our traffic has gone up considerably since we made the move. Additionally, we are now creating class guides quickly and easily that can be used for both class presentations and later as a research guides for students.

I do have, however, some suggestions on how to make the best of your LibGuides subscription that may improve your use of this product:

1. Create a "template" guide for content that you are going to reuse. Frequently you may want to reuse content such as how to find journal articles or locate books in the catalog. Rather than re-creating this content with each guide, simply copy it from a template guide. You don't need to publish this template guide to copy content from it.
2. Avoid "white" space on your guides. When you adjust the columns widths on a page you may be left with some white space. Make sure you enter in the width values correctly to avoid this. Leaving white space on a guide makes it look unfinished or makes students think that something didn't completely load.
3. This may seem overly basic, but remember to link citations back to the source they came from. If you have a entry for a state/federal code, make sure it links to LII (Cornell) or your state legislative website.
4. Keep in mind that your most popular guides are going to be the ones that are the most "basic" and fundamental. Students often use these research guides for questions that they are embarrassed to ask their librarian or professor. Our most popular guide is on how to read a legal citation.

## Need help creating a table of authorities?

Now is the time of year when many law students are scrambling to get their briefs done for either their trial advocacy or legal writing courses. One of the tedious tasks involved in writing these briefs is creating a table of authorities. Students often struggle thinking they need to create these "by hand." If this describes some of your students, you'll be happy to learn that there is software that automatically does all of this for you. As long as your citations are properly formatted, you should be able to create a nice table of authorities in under five minutes.

My suggestion is to use Best Authority (<http://www.lexisnexis.com/lawschool/content.aspx?articleid=285&topicid=10>) provided by Lexis. It is a third-party product, made by Levitt and James, that Lexis makes available to both law firms and law students. The version available to law students is the "lite" version but does everything you'll need for an appellate brief.

This software is an add-on for Microsoft Word. It only works with the Windows versions so you're out of luck if you're on a Mac.

Start by installing the software. You'll need to register for access. Make sure to unmark the check boxes on the registration form to avoid getting spammed with promotional emails.

Once downloaded, install the software. You may be prompted for your Lexis username/password. After that, select the normal scheme and set your scan beginning and end points. You'll also need to mark where your table of authorities should be inserted. After that, hit "scan document" and it should create a nice table for you.



# LUNCH AT THE INTERNET ARCHIVE

by Julie Horst  
U.S. Court of Appeals Library

When I visited the Internet Archive with SLA back in 2005, it was in a little house in the Presidio with one scanning machine. Now it's in a beautiful church building at the corner of Clement and Funston with a scanning annex and several more scanning centers around the globe. The church was built circa 1910 so you can imagine the upgrading they're having to do to add in all the cables and connections.

As you enter, you're in the old Sunday School part of the building (i.e. the basement), a large open space with work-desks and couches spread around. There is a lot of communication and coordination at the IA and this type of workspace facilitates personal interactions.

There were many introductions and everyone was very friendly and welcoming. We guests joined the 20-or-so staff at the lunch buffet (the day we went they served an excellent selection of Asian dishes, salads and drinks, and the group the following week had Mexican choices), then we sat down together to eat.

I recognized Rick Prelinger (of the Prelinger Library & Archives, <http://prelingerlibrary.blogspot.com/>) who is a member of the board of the Internet Archive Foundation. I sat across from him as I lunched and we spoke briefly.



Scanning Annex

Then began their version of a staff meeting. Everyone stood and introduced themselves, and the IA staff gave updates on their work. It was really cool to hear what they're all working on. For instance, one guy said that week they were going to "sweep Sweden" and in doing so, gather up probably 200 million URLs. There are book scanner people, web archive specialists, engineering dudes and also your typical business admin folks (who talk of performance evaluations and accounts payable), we even heard from the driver.



The Cradle

After that we walked upstairs to the sanctuary for which they are still deciding a use. Right now it houses the child-size sculptures made of each IA employee once they've worked there 3 years.

We also visited the scanning annex and watched the staff at work. The "cradle" holds the book while cameras loaded above take high resolution photos of each page.

The red box, called a PetaBox™, was custom-designed by Internet Archive staff and holds one petabyte (a million gigabytes) of information.



PetaBox™

Comments from other attendees --

"It was interesting to see their new offices in the church and to learn more about what they do. Having us join them in their weekly lunch meeting was an unusual experience and it gave me a good sense of their culture and the sorts of projects going on there. I am glad I took the time to drive from Berkeley to attend." -- *Ellen Gilmore*

"Very impressive energy/buzz about the place, beautiful building, peppy smart cool people...they're doing wonderful, fantastic, excellent work which we'll all benefit from.

-- *Rollins Emerson*

"The tour was great! They even are digitizing vinyl LPs, I had no idea!"

-- *Donna Williams*



Ellen Platt with a sample PetaBox™.





## INTERNET LIBRARIAN 2010

by Marissa E. Andrea  
Mabie Law Library  
U.C. Davis School of Law

I attended the 14th Annual Internet Librarian 2010 (IL 2010) Conference from October 25th to October 27th, held in Monterey. The conference not only provides a cornucopia of information about web sites and services but speakers also share experiences about managing information, deploying new tools and maximizing emerging technologies to best serve library users. I had not attended IL since 2004 and fell behind – so, a lot was news to me. If you feel the same way, I'll share a small sampling of my impressions which are informally outlined here:

**Teach!** More and more Libraries are creating instructional videos, some current tools to facilitate creation process: [ScreenToaster](#), [Jing](#) & of course [Camtasia](#) – for a list, see: <http://www.library.illinois.edu/digit/faculty/teaching/tools/screencast.html>. Video makers need to make videos available in more than one format or permit downloading of required software. Also, make videos short! Get to the point quickly! Studies show most people do not finish YouTube videos that they begin to view. Also for instruction: try visualization tools for presentations, one example: [Prezi](#).

**Go Mobile!** Conference speakers encouraged librarians to create mobile-friendly content/web sites – library patrons should be able to access basic library info using mobile devices and also provide handy links to mobile versions of online research platforms. For law librarians content might include links to mobile versions or apps to use Lexis, Westlaw, WestlawNext and [HeinOnline](#). See San Jose Public Library, Digital Futures Manager, Sarah Houghton, [Blog posts](#) (Librarian in Black) on going mobile. For a law library example, see UCLA's LibGuide on Apps for Legal Research and News at: <http://libguides.law.ucla.edu/content.php?pid=112286&sid=845584>.

**UX Design!** User-centric design or “people first” (UX) should guide library services, web site design, integration of social media/Web 2.0 – see [blog post](#) by the Waki Librarian summarizing some UX ideas shared at IL2010. UX Design perhaps also intersects with the overarching “community” and “human interface” themes weaved throughout the conference – that the popularity of Facebook, Twitter, YouTube and other sharing on the internet demonstrates the desire for people to share, interact online and be a part of something. Libraries shared examples of facilitating both

virtual and physical spaces (hosting content such as music, poetry and videos on library web sites and incorporating visits to the library for a contest or accompanying event). UX Design might involve usability testing for a web site, modifying library hours and staffing to meet the needs of your community, or changing library signage. One library outsourced book processing and shifted staff resources to providing more hands-on services for patrons.

**Search!** Chris Sherman (SearchEngineLand) provided his annual update on search engines; he shared many web sites and examples. I'll share a few:

No surprise, Google and Bing have captured most of the market and the only strong challenger at the moment seems to be a venture-backed start-up called Blekko:

**Blekko:** [“There is no one-size-fits-all for search”](#) or so claims newcomer Blekko, making its public debut November 1st. [Blekko's innovation is the use of “slashtags” to filter search results. You can view a list of “built-in” slashtags or create an account and make your own custom slashtags which you can make “private” or public -- a detailed description of Blekko at SearchEngineLand and for a perspective, see Atlantic Review blog.](#)

**Google:** This year, it was all about speed (Google instant) and RealTime. Google [Realtime](#) allows you to [search for up-to-the minute Twitter feeds, blogs and also “everything” on the web. Today is election day, try searching Google Realtime for Boxer Fiorina. Recently, I've been exploring Google Custom which allows you to create your own search engine -- specifying search in the URLs you designate.](#)

Niche markets still “hot”: Examples: [Factual \(data sets\) and also Microsoft Academic Search](#). Many many others.

**Give Bing A Chance:** Bing was an IL 2010 conference Gold Sponsor and at least one speaker tried to give us good reasons to use Bing. For example, it was demonstrated that Bing handles definitions a little bit better than Google (try typing “define gaudy” on Google and Bing and you will see the definition and pronunciation displayed at the very top for Bing). Also, Bing offers suggested search filters via “related searches” on the left panel. Further, Bing allows filtering by type of material by providing tabs that change depending on your search. For example, if you search for a musician, you may see a tab for “music,” “images,” and “video. If you search for a place, let's say Sacramento, California – you may see a tab for “weather,” “events,” “maps,” and “news” – making navigation and filtering of results fairly pleasant. Bing has enhanced

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health information and is showcasing content by reputable providers in its “health” tab – for example, in Bing, search for “carpal tunnel syndrome” then click the “Health” tab and you will see content provided by the Mayo Clinic.

**In the Clouds!** Cloud Computing is growing – one early example of cloud computing for Libraries are LibGuides, which are hosted by a vendor. (Law Libraries using LibGuides: <http://aallcssis.pbworks.com/Law-Libraries-Using-LibGuides>). Cloud Computing has expanded well beyond vendor-hosted software ASP’s, like LibGuides and LIS’s, to leasing server space so that libraries do not have to purchase or maintain expensive hardware – services also offer redundancy and back-up to further protect data. Be sure hosting and services agreements cover your library’s needs including disaster/bankruptcy planning (if the cloud provider goes bankrupt).

**Discover!** Discovery tools are a growing trend – most recently integrating web 2.0 with federated searching (“one search” that retrieves OPAC, full-text databases, abstract and indexing databases and any other special collections held by one Library). An example of a current implementation would be the just-released (Nov 3, 2010) GPO metasearch at: <http://metalib.gpo.gov/> -- the government chose the ExLibris Metalib product. IL 2010 speakers appreciated the good intentions behind these discovery tools, however, the end user experience is mixed and can be frustrating (too many false hits). Better filtering tools have been developed and help the cause but more work is needed. Also, many discovery tools (interfaces + search engines) come integrated with Web 2.0 for sharing and commenting and also personalization/customization

options.

**OTHER:**

**QR Codes** are being used for marketing purposes. Some Android phones come with an app that allows you to take a photo of a QR code which may contain a URL, text or other information. QR Codes were mentioned every day of the conference. **What are QR codes?** “little images containing information that transmit the contained information when a person snaps the image with their cell phone. QR codes can contain all kinds of information, from contact information and VCards of librarians to links to websites, tutorials, pages with chat widgets and more” – Source: <http://www.infoday.com/il2010/cybertours.asp> - QR Codes 101, IL2010.

**Foursquare** was also mentioned every conference day and many Internet Librarian attendees played a game using Foursquare on their smart phones. Apparently some librarians are creating scavenger hunts for patrons using Foursquare. Foursquare is hugely successful and extremely popular. See Pew study on the use of “geosocial” or location-based services: <http://www.pewinternet.org/Reports/2010/Location-based-services/Overview.aspx>.

**MORE INFO:**

If you are interested, the [Internet Librarian 2010 Conference Blog](#) provides summaries for many of the sessions, including daily Keynote addresses.

## WE NEED YOUR NEWS!

If you or your staff members have attended a seminar, published an article, received an award, been elected to an office, or if you have done anything interesting, personally or professionally, please let us know!

Deadlines for 2011 are:

January 7

March 4

May 6

Please contact Mary Pinard Johnson at [mpjohnson@saclaw.org](mailto:mpjohnson@saclaw.org) if you’re interested in contributing!



## MEMBERSHIP NEWS

The names of members who have joined NOCALL since publication of the brand-spanking-new 2010-11/2011-12 NOCALL Directory and since the last newsletter are listed below as well as changes and corrections for continuing members. Any corrections changes or additions to the Directory should be sent to:

**Ramona Martinez**  
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Berkeley CA 94720-7210  
Phone: (510) 643-2947  
Fax: (510) 642-9122  
Email: [rmartinez@law.berkeley.edu](mailto:rmartinez@law.berkeley.edu)

I hope you are enjoying the new electronic directory! I certainly enjoyed not having to lug all those boxes over to the UPS store and not having to pay the UPS folks to mail them out. Look for more programming and grants now that we have freed up that chunk of the budget for higher, better use.

### New Members

Antoinette Baker  
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## UPCOMING EVENTS

For more details, see <http://www.nocall.org/calendar.html>