



# NOCALL *News*

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

November-December

Volume 32, Issue 2

## President's Message

In September, we held our Business Meeting in Sacramento. Over 30 NOCALL members were in attendance and enjoyed networking with each other and also got to hear three different speakers discuss various aspects and concepts around animal law. Thanks to Julie Davies, Associate Dean for Academic Affairs and Professor of Law at Pacific McGeorge School of Law, Ron Wheeler, Director of the Law Library and Associate Professor of Law at the University of San Francisco School of Law Dorraine Zief Law Library and Suzi Johnston from WOOF (Welfare of Our Furry Friends) for sharing their thoughts and insight on a topic that, in some way, touches all of our lives.

In early November, the Education Committee put together another timely and interesting Fall Workshop. The theme this year was Going Virtual - Thriving in the New Paradigm. Attendees were treated to a half day of programming that included the following segments: How To Be Competitive in Today's Economy, Working in Virtual Environments: The HP Experience and Virtual Reference Teams – Best Practices for Demonstrative Value. The speakers gave attendees lots of ideas about how to adapt and be thought leaders in their organizations in this new normal. And, in fitting with the workshop theme, one of the panelists was not even physically present, joining us by phone and web. The workshop was followed by informal networking lunches so that attendees could continue the discussions that started during the workshop. Thanks to Donna Purvis and her committee for putting together such a great program! And for those members that were not able to attend, there are two articles summarizing the workshop in this issue.

As December rolled around, our Networking Committee was busy putting together our Four Corners Holiday Gatherings once again. NOCALL members in Fresno, Sacramento, San Francisco and the South Bay gathered with their local colleagues to enjoy food, drink and celebrate another successful year for NOCALL. This year, our Community Service Committee joined forces with the Networking Committee and provided an opportunity for our members to give back to the community as well. NOCALL supported Sleep Train's Secret Santa Toy Drive for Foster Kids and members were encourage

### Inside this issue:

Musings from Mark . . . . .	3
We Remember Schelle Simcox. . .	3
What are YOU Reading? . . . . .	4
TechTalk. . . . .	6
Going Virtual: Thriving in the New Paradigm . . . . .	6
Professional Reading in Review ..	10
Recap of NOCALL's Fall Workshop Event . . . . .	10
Board Meeting Minutes. . . . .	12

to bring a new, unwrapped toy to their Holiday Gathering. Over 50 toys were collected and other members also made donations online. Thanks to Jessica Brasch and Tricia Lee for organizing this – hopefully, this will become another new annual NOCALL tradition.

Looking forward to 2012, some of the activities and events that will be coming up include the following:

- The January Business Meeting will be held in the South Bay on Tuesday, January 24th at Santa Clara University. Details about the schedule and program will be coming soon.
- The Nominations Committee is finishing up their work to find another strong slate of candidates to run for office for NOCALL. Look for the slate to be announced soon on the NOCALL listserv.

- NOCALL Vice President/President-Elect Chuck Marcus has been working with his counterparts from SCALL and SANDALL on the 4th All-California Joint Institute. The Institute will be taking place on March 9-10, 2012 in San Diego and the theme is The State We're In: California Law Libraries in Unprecedented Times. The web site is up and running now - go to <http://www.aallnet.org/chapter/sandall/scheduleofevents.htm> for all of the details and to register to attend.

As the calendar year is about to come to a close and the NOCALL year is half over, I think it is an appropriate time to both reflect on all of our successes so far and also look towards what we can still accomplish and achieve in the coming year. It has been an honor and pleasure to serve as NOCALL President so far and I can't wait to see what else is in store in 2012!

by Holly M. Riccio  
O'Melveny & Myers LLP

---

### 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.

---

Editor: Mary Pinard Johnson, Sacramento County Law Library, [mpjohnson@saclaw.org](mailto:mpjohnson@saclaw.org) Committee Members/Contributing Editors: Nora Levine; Mark Mackler, California DOJ, San Francisco; Elisabeth McKechnie, UC Davis School of Law, Mabie Law Library; Susan Llano, UC Davis School of Law, Mabie Law Library; Ellen Platt, Santa Clara University School of Law, Heafy Law Library; David Holt, Santa Clara University School of Law, Heafy Law Library

## MUSINGS FROM MARK

Mark Mackler  
California Department of Justice  
San Francisco

**THE STATE WE'RE IN...** Let me share two separate "sightings" I've made over the past few weeks. First sighting: I bump into a Superior Court judge on the sidewalk in front of my building. In my earlier life as a law firm librarian, I did a lot of work for him when he was a partner. Even after he became a judge, we've always managed to stay in touch. We talk for a while, and then go for a walk together. He pulls what looks like a shopping list from his jacket pocket, and shows it to me. The List: "Post-its; Retractable pens; Paper clips." "What's this?" I ask. It turns out that the court has run out of many supplies, and there is no money to purchase any more. So, this Judge of the Superior Court is making a run to Staples before he leaves work for the day. Second sighting: A long, black limo pulls up on the Golden Gate Avenue side of the Federal Building. A well-known trial attorney, accompanied by a retinue of minions, pops out of the limo. All of them, even the limo driver, are impeccably dressed and impeccably groomed. The well-known attorney is on his way to make his appearance for a hearing in Federal Court. "Okay," you might say, "These two lawyers made their choices as to the kind of work they wanted to do. They're grownups. Boo hoo hoo." My simple message to you: How will the public sector manage to attract the best and the brightest? Why should public service be seen as a ticket to the breadline? Why should our nation tolerate that?

**THE MORE THINGS CHANGE...** The current issue of the LLSDC's Law Library Lights reminds us that vendors doing end-runs around librarians is nothing new. "Do you know who's an expert in a small and specialized field: the planning of law libraries? A law librarian with various degrees and/or years of experience in the field? Guess again. Your friend from Bancroft-Whitney is an expert. His suggestions cost you nothing, and help you earn more money. Through training and experience, this man knows the tools of your profession. Because the complete law library is a long-range investment, it should be built carefully, step by step. The man from Bancroft-Whitney can help you plan those steps wisely—and a library well-planned is already half paid for." This Bancroft-Whitney advertisement appeared in the very first issue of Law Library Lights, September 1957. Thanks to Roger Skalbeck of Georgetown Law for pointing this out.

**SPEAKING OF JUDGES...** Recently, I spent an afternoon in the courtroom of a friend who is a District Court judge in Western Massachusetts. In Massachusetts, the District Court is the branch of the trial court system that is analogous to California's old Municipal Courts. DUI, shoplifting, small claims, petty theft, domestic violence restraining orders...As a never-ending parade of defendants came in and out for arraignment or hearing, I found myself thinking how fortunate we law librarians are to have turned out the way we did. It's unlikely that any of us ever landed in court. By the way, my friend was unfailingly courteous and patient with all the defendants who appeared before him, even those defendants who were obviously "frequent flyers."

---

## WE REMEMBER SCHELLE SIMCOX

Mark Mackler  
California Department of Justice  
San Francisco

In the last issue of NOCALL News, I wrote about Schelle Simcox. In the same story, several of you shared your memories of her. Subsequently, I received two e-mails from members of Schelle's family. With their permission, let me tell you what they had to say.

**From Stephanie Simcox:** Thank you so much, Mark, for the wonderful article about Schelle in the NOCALL newsletter. I've shared it with my family and some of our close friends, and everyone has said that we all learned things we didn't know about her. I especially would like to thank NOCALL for the donation to the Cancer Support Community and the scholarship given to Sean Kaneshiro. We had no idea about the scholarship and are deeply honored on Schelle's behalf. (Plus, she loved going to conferences so that was perfect!) We miss her so much but love learning how she touched so many people personally and professionally.

**From Joan Collinsworth:** I am Schelle's aunt and I want to thank you and the four NOCALL members who contributed their memories in such beautiful, expressive and loving ways. I have forwarded this to a number of relatives and close friends. You all could not have created a better or more meaningful tribute to Schelle.

## WHAT ARE YOU READING?

Nora Levine

### STARDUST

by Joseph Kanon

It is a noir plot taking place in the film industry in Los Angeles at the end of World War II. The hero is a returned American G.I. born in Germany. His brother is a film maker in America, who grew up in Germany. The G.I. arrives in Los Angeles days after his brother's mysterious death. The plot involves the European émigré community, secrets from the war, a McCarthy like communist hearing, the new film industry in CA. It's a fascinating portrayal of California during a complex time.

*Cynthia Berglez  
Ropes & Gray*

### POISONED: THE TRUE STORY OF THE DEADLY E. COLI OUTBREAK THAT CHANGED THE WAY AMERICANS EAT

by Jeff Benedict (Inspire Books, 2011)

I love a big juicy rare hamburger with lettuce, tomatoes, mayonnaise, mustard, pickles and onions. It has to be encased in one of those mushy hamburger buns from the grocery store. A hamburger, in fact, much like the one pictured on the front cover of Poisoned. I could have been the little girl on the cover – when I was a kid, a hamburger was a treat and it still is for many young (and not so young) children today.

In 1993, that happy treat became a nightmare for children who ate hamburgers from Jack in the Box restaurants. In only a few weeks, an outbreak of deadly E. Coli attacks spread to 700 victims, at least four of whom died. The effects of E. Coli attacks are extremely painful, gruesome and traumatizing, psychologically as well as physically. One victim was described as looking "like a mummy".

Poisoned interweaves the medical, legal, insurance, corporate governance and state and federal government roles in this terrifying epidemic.

The cast of characters include Brianne Kiner, one of the first victims. Represented by attorney Bill Marler, Brianne eventually received an award of \$15.6 million, a record award at the time. Bob Piper, an established Seattle lawyer, represented Jack in the Box. Jack in the Box's president, Robert Nugent, Vice President of Quality Assurance, Ken Dunkley, and others including the families of those involved are all portrayed in a humane and personal light. Their foibles and character traits are pictured convincingly. Bob Piper is a colorful character prone to wearing suspenders featuring naked women, partying and cigar smoking

wherever inappropriate. However, he proved to be astute, fair and practical. Bob Nugent is depicted as an honest, direct person whose driving goal, besides saving his company, was the fair treatment of the victims. The only true villain in the book is the E. Coli bacteria itself.

Bill Marler, Suzanne Kiner, Brianne's mother, and others have continued to work to improve food safety standards of all kinds and have achieved a significant reforms in all aspects of food production, including stricter federal regulations, stricter inspections, better procedures and documentation of food handling processes. After the 1993 outbreak, strong federally mandated rules and standards were put in to place. Poisoned has been used as a textbook for these kinds of cases in several law schools.

However, there isn't a perfectly happy ending. Recently there has been a string of reports of food poisoning from lettuce to bean sprouts. Congress has not provided the funding to implement many of the reforms passed. While this outbreak has not completely "changed the way Americans eat," it certainly has made many more people aware of food choices. And the book is an absorbing, compelling and yes, even, entertaining read.

*Claudia Cook  
Alameda County Law Library*

### IS EVERYONE HANGING OUT WITHOUT ME by Mindy Kaling

I am currently reading (on the Kindle!) "Is Everyone Hanging Out Without Me?" by Mindy Kaling, who writes and acts on The Office. So far it is filled with a combination of cringes and laughs, as I found common ground in her recollections of her youth (bad haircuts, embarrassing crushes, and hanging out with a clique of "popular" girls you later find you don't have anything in common with) and early career mistake. Mindy writes of being "famously one of the worst interns that Late Night With Conan O'Brien had ever seen." I just substituted "Carl's Jr. Employee" in my mind for the Conan gig. Her writing is sharp and witty and just a little bit rueful as she acknowledges her many (mostly funny) faults.

*Teresa Dippery  
Bingham*

### BLACK CHRISTMAS by Lewis Black

I happen to have just finished comedian/ranter Lewis Black's latest book entitled Black Christmas.

It was just the antidote I needed to combat the X-mas (not Christmas) overkill. The media is pushing so hard, it hurts. We are well past the last boundary of "no Christmas adverts until the day after Thanksgiving" rule.

*continued on page 5*



I know why it's called X-mas now: the main event is focused on amassing more crap.

His perspective is that of a middle-aged secular Jew who is not married and has no kids and who visits with his NYC friends who are married with kids.

This is written like a journal of what happened to him and what thoughts rumbled through his mind during his Christmas Day activities last year.

Not for the timid, but a balm for those of us who might feel the fellowship of the season is sorely lacking.

*Kathleen O'Connor  
Lake County Law Library*

### **FARM CITY**

**by Novella Carpenter**

A friend loaned me her copy of *Farm City*, the Education of an Urban Farmer, because we share the delight in gardening and in particular, growing vegetables. If you are a gardener or if you have ever fantasized about raising chickens or other farm animals, you will love this book as you read about her experiences. It is both hilarious and charming at the same time.

This is a memoir by freelance journalist Novella Carpenter, a daughter of two back-to-the-land hippies. Torn between her love of the culture, crowds and energy of cities and her love of nature, she settles with her boyfriend in a run-down house with a backyard and a nearby abandoned lot in an inner-city neighborhood of Oakland called Ghosttown to see if she can have it both ways. Here she transforms the weed-choked lot into a productive vegetable garden, but she doesn't stop there, and soon bee hives, egg-laying chickens, turkeys, geese, ducks, rabbits and two pigs join her urban farm spread between her backyard and nearby lot. These are not pets, these are animals being raised for dinner and Novella brings us in to watch their care and ultimately, their demise. We are also introduced to Novella's neighborhood characters, Bobby, the homeless man who lives in an abandoned car on the street outside of the garden, the Buddhist monks across the street, Lana ("anal" spelled backwards) who runs a speakeasy across the street, the Chinese landlord and the random foragers who help themselves to Novella's garden.

### **STILL LIFE (The Inspector Gamache series)**

**by Louise Penny**

Another friend introduced me to the Inspector Gamache mystery series of books this summer and I quickly read the whole series of eight, sometimes completing a book in two days simply because I couldn't put the books down. If you like mysteries in the style of Agatha Christie, you will enjoy this series. *Still Life*, the first book of the series, introduces us to Chief Inspector Armand Gamache of the Surete du Quebec and his team of investigators who are called to the scene of a suspicious death in a charming rural hamlet south of Montreal and north of the U.S. border, called Three Pines. Inspector Gamache is the series hero and Three Pines, a small artist colony, is the setting of all of the subsequent books along with its interesting inhabitants.

Since it is hunting season, the police don't know if the death was accidental or deliberate, but Gamache senses something isn't quite right and through his team's investigation learns the death had something more sinister at its core.

*Kerry Shoji  
Holland & Knight*

### **WHEN WE WERE STRANGERS**

**by Pamela Schoenewaldt**

The Harper Collins' blurb aptly describes one of the very best novels, indeed exquisitely written, I've ever read. "A moving, powerful, and evocative debut novel, *When We Were Strangers* by Pamela Schoenewaldt heralds the arrival of superb new voice in American fiction. A tale rich in color, character, and vivid historical detail, it chronicles the tumultuous life journey of a young immigrant seamstress, as she travels from her isolated Italian mountain village through the dark corners of late nineteenth century America. A historical novel that readers of Geraldine Brooks, Nancy Turner, Frances de Pontes Peebles, and Debra Dean will most certainly cherish, *When We Were Strangers* will live in the mind and the heart long after its last page is turned."

*Jill Woolums  
UC Berkeley School of Law*

## THE NEXT GENERATION OF ILS SYSTEMS ARE COMING!

David Brian Holt  
Santa Clara University

The library technology market is entering an exciting phase as libraries are finally moving past the ILS (integrated library systems) model that has been used for decades. Current ILS products, such as [Ex Libris' Voyager](#), [Innovative Interface's Millennium](#), and [Sirsi's Symphony](#), are being slowly replaced by web- and cloud-based systems. These systems unify ordering, acquisition, cataloging, and even the discovery layer into one service. This will undoubtedly have profound effects on the work of library staff. For example, OCLC's new web-scale management service, [OCLC WMS](#), will essentially replace copy cataloging. Presently, this is still a big task for most academic and public libraries. Although some catalogers may be apprehensive about these changes, I think the end of copy cataloging will actually enable library staff to re-focus their efforts on improving the bibliographic data of their local holdings and have more time for digitization and metadata projects -- thereby enabling discovery and access to new materials.

The big players in this nascent market include:  
[OCLC's Web-scale Management Service](#)  
[Innovative's Sierra](#)  
[Ex Libris's Alma](#)

Undoubtedly, these products will change as they are developed. Regardless, we are beginning to see where the future of library management software is heading. Further reading:  
[Innovative announces new ILS : with eye towards accessible data](#) - Library Journal  
[Innovate Interfaces to launch Sierra : a new-generation automation platform](#) - ALATechSource  
[Marshall Breeding interview on the future of library automation \(video\)](#) - Vimeo  
[Automation Marketplace 2011 : The New Frontier](#) - Library Journal

## GOING VIRTUAL: THRIVING IN THE NEW PARADIGM

Betsy Chessler  
Morrison & Foerster LLP

I had the opportunity to speak at NOCALL's Fall Workshop in Oakland November 8th, and wanted to share what I learned with you. We started with a discussion of job hunting tips (in which I learned that what I thought I knew is woefully out of date), talked about working with colleagues on different continents, and closed with a panel discussion on centralized electronic reference desks used by four big law firms. This is all took place on a cloud free day in Oakland, at Preservation Park, a two block oasis of sixteen beautifully renovated Victorian homes.

### How to Be Competitive in Today's Economy: Resume, Interview and Job Hunting Tips from Career Counselor Jill Klees

*True or False:*

- You should always put "References available upon request" at the bottom of your resume.
- A handwritten thank-you note is better than a thank you note sent via email.
- Your entire work history should be outlined on your resume.
- Only your cover letter should be tailored to the job. You don't need to change your resume for each job application.

All these statements are false, as our speaker, Jill Klees, a counselor at the San Jose State University Career Center, and liaison to the SJSU School of Library and Information Science, informed us in a lively one hour update on resume writing, job hunting and interview techniques. Read on for more job hunting tips.

#### **Resume Rules**

1. Tailor and target.

Each job needs a tailored resume. The employer is telling you exactly what they want in the job description, so adjust your resume to match. Use the job description language in your resume. Don't assume the employer can tell what skills you have based on a description of your work. Be specific. When you tailor your resume to the job, it shows you are really interested in the position.

2. Make it easy to read.

A typical employer will spend 7-10 seconds on each resume. (Yes, that is not a typo; some job offers can pull

*continued on page 7*



in a hundred resumes). The only purpose of your resume is to get you an interview. Don't make it hard to read. Contact information should always appear at the top, followed by education (if recent), highlights of qualifications, and technology skills.

3. Don't date yourself.

Only go back 10-15 years. You don't have to include everything. Really. The resume is just to get you in the door for the interview. You can expand on your experience at that time.

4. Give your resume a contemporary look and feel.

Avoid shading, underlining and borders. Use a standard font that is easy to read. Do use bullet points. Get feedback on your resume from several people. Better yet, go to a career counselor at your alma mater. They review hundreds of resumes and they know what works and what doesn't. Unless directed otherwise, always save your resume in .pdf format to preserve the formatting.

5. Focus on Accomplishments and Achievements

Use action verbs. For example, use "started" instead of "responsible for". Avoid the word "duties". Think about the ACTION you took, SKILLS used, and the OUTCOME or RESULTS.

Here's a good example of action verbs at work:

"Researched and developed a Digital Collection Policy to ensure the team followed consistent guidelines and enhanced the overall look and feel of our digital collections."

6. Focus on transferrable skills.

If your previous jobs don't quite match up with the job you are applying for, emphasize transferrable skills. Jill gave the example of working at a fast food restaurant. Sure, you flipped burgers and swept the floor, but more importantly, you developed good customer service skills. So your resume can read: "Used strong communication skills to provide outstanding customer service to a diverse group of clientele".

7. Demonstrate "soft skills"

Employers really do care about the "soft skills". Those can include good communication skills, strong work ethic, motivation, interpersonal skills, problem solving, collaboration, leadership, analytical abilities, and organizational skills. Don't be afraid to spell out your strengths in these areas.

**The Cover Letter**

If the employer asks for a cover letter, by all means send one. If not, then you don't need to send one. If you

do send a cover letter when you weren't asked to, the employer may not read it. This is another reason to always tailor your resume to the job you are applying for.

**The Job Search**

Networking is key. Jill Klees says that 75-85% of jobs are found through networking. Networking doesn't have to be scary. It can be as simple as having coffee with someone in your field of interest or joining a professional organization and attending their education programs. If you go to a presentation and meet just one person who works in your field of interest, then you've begun the networking process. You can also volunteer or intern in your area of interest. And if you're given a lead on a job or a contact, immediately take action. Set up a time to meet immediately. Don't let your leads languish.

**Using Social Media in your Job Search**

Social media is another way to market yourself, develop online connections and discover job openings. LinkedIn is generally considered the best social media for business connections, as opposed to Facebook. However, many job openings are posted on Facebook as well, so Facebook can't be completely discounted in your job search.

Join appropriate professional groups on LinkedIn and make sure you update your skills summary. You should also challenge yourself to make sure your profile is 100% complete. You need three recommendations from colleagues before your profile is marked as complete.

When searching for jobs on social media, search by skills words, not job title. Terms like "research" and "content management" are better than "librarian".

**Interviewing: Do your homework!**

The employer needs you to fully understand the company. So, not only do you need to pull apart the job description and study it, you need to get up to speed on the details of the company. This may include talking to people that already work for the company and can describe the style of interviewing and corporate culture.

The employers want to know:

1. CAN you do the job?
2. WILL you do the job?
3. How will you FIT with the team or organization?

You need to connect the dots and show the employer you are the best candidate for the job.

Practice in front of the mirror, practice in the car, practice with a friend. Most importantly, do not practice in your head. Practice out loud.

*continued on page 8*



Be able to answer the three standard questions you will typically hear at an interview:

1. Tell me about yourself.

This is business speak code for “What can you do for me?” This is not about your dog or your hobbies; this is about how your qualifications suit the job. Don’t parrot your resume; but try to creatively describe your professional qualifications. And keep it to 1 minute, 2 minutes tops.

2. Why do you want this job?

The wrong answer is “I’m unemployed and I just need a job.” This is your chance to say what is so exciting and great about the job and the company.

3. Why should we hire you?

This should translate as: what are your strengths? So list 5-6 items.

Here are some other typical questions:

- Tell me about a weakness you have. (or something along those lines.)  
Of course, you turn a negative into a positive. And the negative doesn’t have to be so negative. “I’m very detail oriented and so I sometimes don’t look at the bigger picture. I know this is a weakness, so I do x,y,z to gain the perspective I need.”
- Describe a project that did not go as planned and tell us what you did.  
The key is that you learned from this experience and changed your process, method, approach, etc. Review your work history and come up with a couple of examples.
- Where do you want to be in 5 years?  
Well, the only acceptable answer is “Right here with this company!”, but you can embellish that a bit.

**Questions to ask at the Interview**

Always have a list of questions to ask the interviewer. Here are some questions to get you started.

1. What do you see as the greatest challenge for the person in this position?
2. Describe the culture.
3. What do you like best about working here?
4. Describe the ideal candidate for this position.
5. What are the next steps in the hiring process?

Always close with question #5, and then yes, send a thank you note. Send your thank you note within 24-48 hours of your interview. Is it better to send a handwritten note or a note via email? Often, an email thank you is preferred

by employers – the interviewer will receive it more quickly and some prefer it to the written note. Regardless of the format, always send a note and send it quickly. Lack of a thank you note can cost you the job.

And remember, YOU CAN’T OVERPREPARE!

Jill Klees, Career Consultant and Employment Specialist, can be reached at the San Jose State University Career Center ([www.careercenter.sjsu.edu](http://www.careercenter.sjsu.edu)) or via email at [jill.klees@sjsu.edu](mailto:jill.klees@sjsu.edu).

**Working in Virtual Environments – the Hewlett Packard Experience**

Martha Lyons, distinguished technologist at HP Labs in Palo Alto, joined us in person for this presentation, while Sue Charles, Research Analyst for HP Company, joined us virtually from Fort Collins, Colorado. On the big screen in our conference room was a slide that showed Sue Charles kicked back in a chair in her home office, barefooted. Sue works from home 4 days a week, fielding research questions from 300 HP employees. She and Martha work on virtual cross continental teams that can involve people in London, Dublin, Texas, Palo Alto, and Brazil, to name just a few locations. Both shared with us how they came to embrace transcontinental collaboration. As you’ll see, it requires sensitivity and patience, but is very rewarding.

**Technology Helps, but Time Zones Are a Constant Challenge**

Technology such as Skype, email and Instant Messenger, (or HP’s home grown “Virtual Room” software) allows you to talk and/or see your co-workers in real time. However, there is no getting around the different time zones. You have to consider time zones constantly. Sometimes time zones work for you, such as when the Brazilian engineers can work on the team project while you’re sleeping, and sometimes they don’t work for you, when you are in a rush to finish a project. You have to think logistics when working across continents.

**Soft Skills Are Essential**

Working with people from different countries and cultures involves a lot of “soft skills”. These include flexibility, understanding of cultural preferences, humor, and responsiveness, among others. As an example, Martha’s Brazilian colleagues would use the term “doubt” for “question”. Sue always tries to imagine a colleague’s environment. Are they under a lot of pressure due to deadlines? Is someone in their family ill? On her end, she wants her colleagues to know that they can trust her and that she will come through for them on their requests.

*continued on page 9*





She always tries to do her best quality work and finish before the deadline, while all the while being professional, courteous and approachable. She also works to accommodate her colleague's schedules, and adapt to their communication and learning style. In the end, doing really great work, sensitively done, is the best way to sell yourself.

### ***Be Confident and Enthusiastic and Take a Lot of Deep Breaths***

Sue recommends that you act with confidence ("I'm ready to look into this") and be enthusiastic. And never argue in an email. You can't easily portray humor or irony in an email message, so keep it straightforward. If a colleague is driving you crazy, take several deep breaths, and say "let me think about this". Then sleep on it. Never respond in anger. If necessary, give options, set limits, and manage expectations. "I can't talk now, but we can talk at X hour."

### ***Document Your Expectations to Measure Them Later***

Document your expectations for a project at the start, and then later, you can measure the outcome. You can also figure out what roadblocks there might be (such as the unavailability of equipment or key players).

## **Virtual Reference Teams – Best Practices for Demonstrating Value**

### **Speakers:**

Tracey Pardo, Cooley;  
Jeremy Sullivan, DLA Piper;  
Betsy Chessler, Morrison & Foerster;  
Carolyn Lundin, Winston & Strawn

For large law firms with multiple offices, a centralized "electronic reference desk" makes a lot of sense. Cooley, DLA Piper, Morrison & Foerster and Winston & Strawn have all developed ways to centralize the reference desk using various technologies. The front end is similar, with the attorney sending a research request to a single, central email address. However, the back end and procedures for handling requests varies from firm to firm. The four panelists explored just how their libraries handle the brave frontier of electronic reference desks.

**DLA Piper** (4,200 attorneys in 76 offices) is testing a system, Meta Storm, that will manage about 2,500 research requests per month. The system has just been live for 8 days, Jeremy Sullivan said with a laugh, so they are still feeling their way along. One interesting feature is a "kudos" check box that a librarian can mark anytime they receive good feedback from a patron. A kudos report can then be generated. Requests turn red if they sit too long. Jeremy prefers that his library team be generalists; able to answer

all requests that come in to the queue. If only one person can answer trademark research requests, for example, what happens when that person wants to go on vacation, or even just go to lunch?

**Winston Strawn** (nearly 1,000 attorneys in 15 offices) uses (or will shortly use) a Sharepoint tool on their Intranet to track research requests. They have 9 librarians and two assistants, and the queue is monitored 12 hours per day in three hour shifts. "First responders" are assigned to each shift to take requests as they come in. They also keep a copy of each response via blind carbon copy to libraryref@winston.com, which forwards responses to a single Outlook email folder.

**Cooley** (650 attorneys in 10 offices) manages all their requests through a centralized inbox on Outlook and the expectation is that each email message will be acknowledged within 5 minutes of receipt. The Cooley library staff, which consists of the library manager (Tracey Pardo) and two reference librarians, are generalists, able to answer a variety of questions. The need for this became apparent when a librarian who answered patent requests left the firm and no one else could do her work. They have opened more offices recently, but their library staff has not increased, putting even more pressure on their centralized electronic reference desk.

**Morrison & Foerster** (1,000+ attorneys in 15 offices) adopted Service-now.com software that was already in use by their IT and word processing departments. They handle about 2,100 research requests a month across offices in the U.S., Asia and Europe, with a library staff of 25. Their service hours are 6 am – 6 pm, PST, Monday through Friday. Most requests are acknowledged within 15 minutes. Library staff take turns as "coordinator" watching the queue in four hour shifts and ensuring that a request is acknowledged within 30 minutes at the most. (Betsy remarked that the 5 minute rule would not work for them, as there is a several minute time lag between when an email is sent and when it appears in their Service-Now queue.) While many reference questions can be answered by all library staff, there is specialization among offices. For example, the Palo Alto and San Diego offices handle a lot of patent research, so will take on the most complex patent requests. Likewise, the San Francisco and New York offices have expertise in corporate and securities work and will handle the more complex corporate and securities requests. However, the library staff has also done training on basic U.S. research requests for the non-U.S. offices, and likewise, the firm's London librarian has done training on UK and European research for U.S. library staff. So, there is cross training on the most basic requests.

**PROFESSIONAL READING IN REVIEW**

By Elisabeth McKechnie and Susan Llano  
U.C. Davis Law Library

“The Codex is Dead, Long Live the Codex,” by Wayne Bivens-Tatum, *Academic Librarian*, November 15, 2011, available at <http://blogs.princeton.edu/librarian/>  
The death of the book has been much predicted with the advent of e-books and Kindles. The article’s author discusses why, in his opinion, the e-book will never fully replace print, both for ease of use and convenience.

“Undocumented Search Operators in Google,” by MG, *Law Librarian Blog*, December 5, 2011, available at: [http://lawprofessors.typepad.com/law\\_librarian\\_blog](http://lawprofessors.typepad.com/law_librarian_blog)  
Having myself been frustrated by the lack of a proximity search operator in Google, I now shout for joy to find out about the AROUND operator, as well as other undocumented Google search operators. The blog article discusses them and points the user to [http://www.googleguide.com/advanced\\_operators.html](http://www.googleguide.com/advanced_operators.html) where the rest of them are listed. Talk about a joyous holiday gift for those of us who use Google daily!

“Finance and the Economy: Occupy Wall Street in Historical Perspective,” by Mark Jickling and Sean Hoskins, *Congressional Research Service Report*, R42081, November 14, 2011, available at <http://fpc.state.gov/documents/organization/178216.pdf>.  
This timely CRS Report gives the background to the Occupy Wall Street Movement. The report attempts to answer the question “Why occupy Wall Street?” while also summarizing views of finance in U.S. history and give an overview of recent economic research. The authors claim, “research summarized in this report may represent the beginning of a reevaluation of the role of finance in the economy...”

“We’re Still in Love with Books,” by William Pannacker, *Chronicle of Higher Education*, December 4, 2011, available at <http://chronicle.com/article/Were-Still-in-Love-With-Books/129971/>.  
This article details the author’s long relationship with books and how it has evolved over the years. Even though the availability of material on the internet may have contributed to the decline of small bookstores, the internet also provided bibliophiles an opportunity to make targeted searches for books and “...instead of searching through obscure book barns on the back roads of New Hampshire, you could locate exactly the book you wanted and receive it in the mail within a week.” The article also lists and describes the author’s favorite “books about books” such as “*Books: A Living History*” published in 2011.

**RECAP OF NOCALL’S FALL WORKSHOP EVENT**

by Joanne Scala  
Davis Polk & Wardwell LLP  
and  
Sherry Takacs  
Skadden Arps et. al. LLP

Sherry Takacs and I both attended the NOCALL Fall Workshop on November 8th at Preservation Park, Oakland. After the workshop, we both went to lunch with some of our colleagues for some relaxed networking. These are our personal observations about the day:

**Joanne:** The Theme of this workshop was “Going Virtual – Thriving in the New Paradigm,” covering three presentations. The first presentation seemed a bit out of place since it wasn’t exactly about going or being virtual, but the other two presentations were quite relevant and interesting.

Jill Klees of San Jose State University first spoke about “Being Competitive in Today’s Economy.” Jill is an Employment Specialist for the Library & Engineering Schools at SJSU. She informed us about how to present ourselves when entering or moving within today’s workforce. We talked about resumes and interviews and best practices in job hunting and networking. These are always good things to review, especially in troubled economic times, but it seemed a bit odd to have this topic at a workshop about virtual workplaces. I’m not sure she even mentioned telecommuting or working remotely.

**Sherry:** Even if the audience was not actively seeking a job, this lecture about today’s job searching strategies was enlightening. The resume writing format has changed drastically in the past few years. Many employers now request submitting resumes electronically, with computers scanning for key words to find suitable candidates & initial telephone interviewing before advancing to the next level (virtual aspects). Those who are alumnus from San Jose State can take advantage of the Campus Career Center. I only hope our colleagues who are currently in this situation were able to attend the workshop to gain insight on the new techniques for finding a job in today’s market.

**Working in Virtual Environments: The HP Experience**

**Joanne:** The second presentation was provided by Martha Lyons and Sue Charles of Hewlett-Packard. Martha was in the room with us at Preservation Park, while Sue was at her remote office at HP in Colorado. So while they told us about how they operate as a team, they demonstrated some of the positive and negative aspects of working virtually. Some of those

*continued on page 11*

negative technical issues presented themselves during the presentation. We learned quite a bit about how research analysts at HP interact with their patron base, as well as with their own research teams.

The genesis of Martha and Sue's cooperation on various projects and how relationships evolved virtually was quite interesting. Cultural differences were discussed and on the whole this demonstration and presentation was very informative and entertaining. Sue gave a very good presentation remotely, although her slides were kind of artsy and busy. She is a very humorous and likeable speaker, which helps a lot when you cannot see her in person. Sue described how she interacts with the various engineering and technical groups at HP, and that background information was helpful in painting an image of how her remote workspace operates. Martha filled in any gaps that might have occurred and helped to troubleshoot the technical issues. She also had some good stories to illustrate how working virtually has impacted her work product and relationships within the company.

**Sherry:** The HP tag-team of Martha and Sue demonstrated the pains and pleasures of virtual projects. The pains include handling technological snafus in multiple time zones. The pleasures include the collaborative input to produce more-than-anticipated results. Somewhere in between these is dealing with cultural diversity. In the long run, these projects have been a positive experience and "win-win" for everyone involved.

#### **Virtual Reference Teams – Best Practices for Demonstrative Value**

**Joanne:** The last presentation of the morning was a panel of four Law Librarians from some law firms that have been using or adapting a virtual reference environment. Betsy Chessler from Morrison & Foerster, Jeremy Sullivan from DLA/Piper, Tracey Pardo from Cooley and Carolyn Lundin from Winston & Strawn each described their practice model and the degrees to which they have been adopted. Each panelist was asked to describe their firm's model and its stage of development and/or implementation, then describe what the firm had learned or gained from its various trials and successes/failures.

This was a very interesting collection of experiences, as some of them were still in the process of adopting a method of operation while others had already been using established procedures with different degrees of success. Various client intake software products were mentioned and compared and the staff learning curve was discussed, as were the topic of subject specialties and handling incoming questions and distributing the work evenly.

On a personal note, this was still in the planning stages when I was on staff at Morrison & Foerster, so I was especially gratified to hear that it had been successfully implemented at my former firm. Betsy and I had worked together yet remotely from our respective locations at opposite ends of the state for years, but having a more formal system of work allocation and documentation sharing in place seems to have worked favorably toward making the librarians' interactions more efficient.

**Sherry:** The panel of librarians discussed their virtual reference procedures, policies, software and ideas with one common goal: to provide high quality service in a timely manner to their requestors. The approaches to achieve this end-result varied widely and gave the audience insight on what has and has not been successful. I know our West Coast offices did a beta test that failed miserably due to the limitations of the software. But, there are vendors out there that provide reference tracking software to accommodate incoming research projects and generate statistical reports. In an ever-so-shrinking world (and library staffing), measures are being taken to assure research projects receive the attention necessary to stay in a competitive market and enhance the "visibility/viability" of the library in a virtual capacity.

**Joanne:** All in all, the workshop was very practical, helpful and informative. I look forward to attending future programs like this one.

**Sherry:** Ditto. Kudos to all those who were presenters, and coordinators of the event either in front of or behind the scenes.

## NOCALL BOARD MEETING MINUTES

Monday, September 26, 2011

Conference Call

### Attendance

Holly Riccio, Chuck Marcus, Tara Crabtree, Claudia Cook, Shannon Burchard, Ellen Platt

The meeting was called to order by Holly Riccio at 10:08 a.m.

### Approval of Minutes

The minutes were approved via email after the conference call.

### Treasurer's Report

A switch will be made from using Excel to Quicken. The cost will be \$59.95 per year. The system should be portable, but the next Treasurer will need to use mint.com for a portable version.

Funds leftover from the Spring Institute were transferred into the Checking Account from our PayPal account.

### NOCALL Calendar - Upcoming Events

The September Business Meeting will take place on Wednesday, September 28th and 30-35 are expected to attend. There will be 3 speakers: Julie Davies, Ron Wheeler and Suzy Johnson and they will all be speaking on different aspects of Animal Law. The cost is \$15.00 each. A \$500 sponsorship has been secured from Research Solutions and the cost to NOCALL should be minimal. It was discussed that we typically undercharge for these meetings and need sponsorship because of this, but it is a benefit of the membership that we need to keep.

The January meeting will be at a location in the Peninsula and Holly will look for sponsorships for this meeting as well.

Four NOCALL members used the discount available to attend Internet Librarian.

The Education Committee meeting is working on the upcoming Fall Workshop. They are considering Preservation Park in Oakland in November.

The next Four Corners Networking Event will likely be in early December to coincide with the holidays.

The Opera Networking Event will be in late November or early December.

A trip to the Computer History Museum (which is free) is planned for some time in January.

Another tour of the Internet Archive is a possible event for April.

### Old Business

There was some discussion about the letter that NOCALL drafted in response to the West Librarian Relations layoffs earlier in the year. Since West is in the process of hiring someone to cover both Northern and Southern California, the Board decided to hold off on any action related to this letter.

### New Business

Chuck Marcus discussed the Joint Spring Institute which will take place on March 9-10, 2012. All three chapters are working together on programming and NOCALL is in charge of exhibitors. Each chapter has also been asked to make a deposit of \$500 to go towards the hotel deposit.

There was a discussion about exhibitors and sponsorship for the Joint Institute. Holly Riccio will forward the list of vendors from last year to Chuck and everyone was encouraged to let Chuck know about new or other vendors to reach out to.

Claudia Cook reported that she just paid for our chapter liability insurance with AALL.

AALL has required all chapters to post both Discussion Forum Rules and Conditions and they provided the chapters with some sample language. There was a discussion about the sample language and after some agree upon changes were made, the two documents were approved by the Board. They will both be posted as links from the listserv page on the NOCALL web site.

All Committee Chairs have been asked to submit a budget proposal for their committee. NOCALL is still in need of an Audit & Budget Chair.

The Grants Committee had \$5,000.00 in expenses last year. There was a discussion about the budget for this year for the Grants Committee and making sure that the committee gives enough money to allow people to attend meetings while still being mindful of the budget.

There is currently a proposal in front of AALL for the creation of a Consumer Advocacy Caucus. Michael Ginsborg has asked the Board to consider endorsing the proposal. There was some discussion about



the proposal and the board decided to wait for more information and would reconsider at that time.

### **Committee Cluster Reports**

The Technology Committee is keeping the web site updated. Facebook updates are being done by Ledja Cullen.

Mary Pinard Johnson is working on the September/October issue of NOCALL News.

The Membership Committee is moving forward with the transition from the old chair (Ramona Martinez) to the new chair (Tina Dumas). They are currently evaluating different web-based membership database options.

The Public Relations Committee has purchased a permanent shipping container that can be used each year to ship the NOCALL display to the AALL Annual Meeting.

There was some discussion about the letter that NOCALL drafted in response to the West Librarian Relations layoffs earlier in the year. Since West is in the process of hiring someone to cover both Northern and Southern California, the Board decided to hold off on any action related to this letter.

## NOCALL OFFICERS 2011 - 2012

President • Holly M. Riccio, O'Melveny & Myers LLP • 415-984-8761 • [president@nocall.org](mailto:president@nocall.org)  
Vice President/President Elect • Chuck Marcus, Hastings College of the Law Library • 415-565-4750 • [vicepresident@nocall.org](mailto:vicepresident@nocall.org)  
Secretary • Tara Crabtree, State of California, Court of Appeal, 5th District • 559-445-5686 • [secretary@nocall.org](mailto:secretary@nocall.org)  
Treasurer • Claudia Cook, Alameda County Law Library • 510-208-4830 • [treasurer@nocall.org](mailto:treasurer@nocall.org)  
Past President • Shannon Burchard, University of San Francisco School of Law, Dorraine Zief Law Library • 415-422-2249 • [pastpresident@nocall.org](mailto:pastpresident@nocall.org)  
Member at Large • Deborah Maglione, Law Librarian • 650-678-2047 • [memberatlarge@nocall.org](mailto:memberatlarge@nocall.org)  
Member at Large • Ellen Platt, Santa Clara University Law Library • 408-554-5139 • [memberatlarge@nocall.org](mailto:memberatlarge@nocall.org)

## NOCALL COMMITTEES AND CHAIRS

### ADMINISTRATION (Coordinator: Shannon Burchard)

AALL Liaison • Jean Willis, Sacramento County Public Law Library • 916-874-8917 • [aallliaison@nocall.org](mailto:aallliaison@nocall.org)  
Archives • Rachael Samberg, Stanford University Law Library • 650-725-0806 • [archives@nocall.org](mailto:archives@nocall.org)  
Constitution & Bylaws • Mary Hood, Santa Clara University Law Library • 408-554-2732 • [constitutionbylaws@nocall.org](mailto:constitutionbylaws@nocall.org)  
Nominations • Diane Rodriguez, Hassard Bonnington LLP • (415) 288-9800 x122 • [nominations@nocall.org](mailto:nominations@nocall.org)

### COMMUNICATION (Coordinator: Chuck Marcus)

Newsletter • Mary Pinard Johnson, Sacramento County Public Law Library • 916-874-5178 • [newsletter@nocall.org](mailto:newsletter@nocall.org)  
Technology • Jessica Trenary, Morrison & Foerster, LLP • 650-813-4233 • [website@nocall.org](mailto:website@nocall.org)  
Technology • Ledja Cullen, Golden Gate University • 650-813-4233 • [website@nocall.org](mailto:website@nocall.org)

### EDUCATION (Coordinator: Ellen Platt)

Education • Donna Purvis, LexisNexis • [education@nocall.org](mailto:education@nocall.org)  
Networking • Julie Horst, Ninth Circuit Library • 415-355-8656 • [networking@nocall.org](mailto:networking@nocall.org)  
Spring Institute • Chuck Marcus, Hastings College of the Law Library • 415-565-4750 • [springinstitute@nocall.org](mailto:springinstitute@nocall.org)

### MEMBERSHIP (Coordinator: Claudia Cook)

Academic Relations • Prano Amjadi, Santa Clara University Law Library • (408) 554-5320 • [academicrelations@nocall.org](mailto:academicrelations@nocall.org)  
Membership • Ramona Martinez, University of California Law Library • 510-642-4044 • [membership@nocall.org](mailto:membership@nocall.org)  
Placement • Mary Staats, Farella, Braun & Martel • 415-954-4451 • [placement@nocall.org](mailto:placement@nocall.org)

### OUTREACH (Coordinator: Deborah Maglione)

Government Relations • Greg Fite, Law Librarian • 510-272-6494 • [govrelations@nocall.org](mailto:govrelations@nocall.org)  
Public Relations • Camille Reynolds, Nossaman LLP • [publicrelations@nocall.org](mailto:publicrelations@nocall.org)  
Community Service • Tricia Lee, Kirkland & Ellis LLP • [community@nocall.org](mailto:community@nocall.org)  
Community Service • Jessica Brasch, California Judicial Center Library • [community@nocall.org](mailto:community@nocall.org)

### RECOGNITION (Coordinator: Tara Crabtree)

Awards • Shannon Burchard, University of San Francisco School of Law, Dorraine Zief Law Library • 415-422-2249 • [awards@nocall.org](mailto:awards@nocall.org)  
Grants • Teresa Dippery, Bingham McCutchen • 650-849-4829 • [grants@nocall.org](mailto:grants@nocall.org)  
Memorials • Mark Mackler, California Office of the Attorney General • 415-703-5786 • [memorials@nocall.org](mailto:memorials@nocall.org)

## UPCOMING EVENTS

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