This has been a very successful year for the CLA/Technical Services Chapter. Membership continues to grow to 383, up 50% over 1985 and our treasury has a healthy balance to insure continuation of our services and programs. Our success can be directly contributed to the officers, discussion leaders, program committees and you the members who have given countless hours of your time to making this a banner year for the Technical Services Chapter. This is the time to say thank you to:

Kathryn Weintraub - Vice-President/President elect
Celia Bakke - Secretary
Wendy Romano - Treasurer/Membership Coordinator
Sandra Vella - Newsletter Editor
Kitty Simmons - Southern California Editor
Mary Nakagawa - Contact Directory Editor
Nominating Committee - Tom Johnson, Sheila Lai, Susana Liu
Program Committee, Northern Region - Celia Bakke, Susana Liu
Program Committee, Southern Region - Kathryn Weintraub, Liz Bishoff, Robert Bremer, Joan Rapp, Wendy Romano
Discussion Group Leaders, Northern Region - Celia Bake, Rosanna Brown, Cindy Hill, Susana Liu
Discussion Group Leaders, Central Valley - Brenda Crotts, Mary Eldredge, Judy Moomaw, Pat Thomas
Discussion Group Leaders, Southern Region - Anne Hess, Sue Lim, Diane Reimer, Kitty Simmons

Special thanks to all the speakers and to those not mentioned above who contributed their time and talents to providing informative programs and discussions.

The Southern Region has planned an outstanding main program and interesting discussion group meetings for the CLA Annual Convention in Long Beach November 18, 1986. I hope you can all plan to attend.

It has been an excellent year for our chapter, and I am sorry to see it draw to a close. It has been an honor to serve as your president. I wish the incoming officers success, and I know they will enjoy the same wonderful support that I have had.

Marilyn McDonald
President
CLA/Technical Services Chapter
THE TECHNICAL SERVICES CHAPTER AT THE CLA CONVENTION, NOVEMBER 18, 1986

8:30-Noon  CHAPTER BUSINESS MEETING AND PROGRAM
Alamitos Room, Convention Center

Business
Presiding: Marilyn M. McDonald, President
Foothill College

Program: SHALL WE THROW OUT TECHNICAL SERVICES?—AND THEN WHAT?
Presiding: D. Kathryn Weintraub, Vice President
University of California, Irvine

Speaker: D. Kaye Gapen,
University of Wisconsin, Madison

Topic: "Their Access and Our Structure: Technical Services at the Center of Change."

Discussants: Job Analysis: Liz Bischoff
Pasadena Public Library

Recruitment: Joan Rapp
San Diego State University

Training: Lois Kershner
Peninsula Library System

How We Did it: Arnold Wajenberg
UCLA School of Library and Information Science

We have been told that the new reality in technical services is both an opportunity and a challenge, but what is the reality and what is possible. A look at new information techniques, new technologies and the problem of shrinking resources.

CHAPTER DISCUSSION GROUP MEETINGS
November 18, 1986

1:00-2:00  Cataloging Discussion Group

Presiding: Sue Lim, California State Polytechnic University, Pomona

Speaker: Ruth Hafter, San Jose State University

Topic: "The Future of the Catalog Librarian in a Changing Environment - Database Managers?"
2:15-3:15  Microcomputer Discussion Group

Presiding: Anne Hess, California State University, Los Angeles
Speaker: Larry Snider, California State University, Long Beach
Topic: "The Electronic Reference Desk: Service and Technical Considerations"
The speaker will focus on the elements of an electronic reference desk, the pitfalls (and pleasures) of creating one and its relationship to the organizational structures of reference and technical services. Discussion will follow.

3:30-4:30  Serials Discussion Group

Presiding: Diana Reimer, California State University
Topic: "The Myth of the Master Record: successive vs. latest vs. earliest entry records for serials applications"

Speakers:
Sue Lim, California State Polytechnic University, Pomona
"Alternative Forms of Entry"
Teresa Montgomery, University of California, Division of Library Automation
"Successive Forms of Entry"

(There will be a brief organizational meeting after the program)

3:30-4:30  Acquisitions Discussion Group

Presiding: Kitty Simmons, Loma Linda University

Program Participants: Roberta Rand, OCLA Pacific Network
"OCLC ACQ 350 Automated Acquisitions System"

ALSO OF INTEREST AT CLA

SPOTLIGHT ON ORIGINAL RESEARCH

As a first step in a major effort to promote research by California librarians, CLA's California Society of Librarians' Research Committee is sponsoring a research forum at the California Library Association conference at Long Beach. Three original research papers will be presented on personnel and performance appraisal topics, as was specified in the call for papers. In future years, the Research Committee plans to hold a multitude of research forums on a variety of topics at each CLA convention. This year the research program, entitled "Cutting the Personnel Edge: Research and Reality" will be presenting the following papers:

-- "Placing the Displaced: Affirmative Action in Hard Times" by Linda F. Crismond and Michael McClintock

-- "University Service: A New Dimension in Performance Appraisal for CSU Librarians" by Lynne Gamble
"The Effect of Financial Compensation Policy on the Attitudes of Department Head Librarians at the University of California" by Gregor A. Preston

Additionally, Dr. José-Marie Griffiths, King Research Associates, has agreed to discuss research issues and answer audience questions. The research program is scheduled for Saturday, November 15, 1986 at the Hyatt Regency. Come and hear personnel issues and discuss research strategy.

Sandra Vella
Chair, Research Committee
CLA California Society of Librarians

LIBRARY NEWSLETTERS ON DBASE3 DISK

Attn: Committee Chairman

Kathy Weintraub has transferred the CLA Technical Services Chapter mailing list of ca. 50 library newsletters to a DBASE3 disk. The disk includes a menu-type program so that the user can add, delete, or revise addresses. It also includes programs for printing out an alphabetized list of newsletters together with the name, address, and (when possible) the telephone number of the editor and a set of mailing labels in zip code order.

There will be a handout containing sample screens on display at the annual meeting of the Technical Services Chapter. Committee chairs may obtain copies of the disk if they provide BOTH a disk on which to copy AND additions or corrections to the mailing list.

Kathy Weintraub
UC Irvine

AN EXPRESSION OF APPRECIATION

The Tech Notes editors have had wonderful cooperation from the Executive Board, committee chairs and members in the contribution of articles for the chapter newsletter. The quality of the chapter newsletter is directly attributed to these efforts. We, the editors, thank you very much for your help.

Sandra Vella, Kitty Simmons, editors
On April 15, 1986 the Acquisitions Discussion Group (Northern Section) met at the Faculty Club at the University of California, Berkeley to discuss Vendor Evaluation: Methods and Ethics. The discussion was led by Joe Barker, Head of the Acquisition Department at U.C. Berkeley.

Beginning with a brief description by members of the group of four vendor evaluations, we developed a list of matters to keep in mind while designing evaluations. This list included the following: the need to decide which orders to use for the test, keeping specialized orders together; the need to identify criteria for selecting orders and vendors for the evaluation; the need for some mechanism for following up on cancellations; the need to be ethical in reporting to vendors; the need to compare similar vendors' performances on similar orders; and the possibility of using a computer (whether as part of or in addition to an automated system) to analyze results. The primary reason for doing a vendor evaluation was to find the vendors that would provide the best service and the greatest time savings. An evaluation would also provide concrete evidence both to show vendors we are behaving fairly toward them and to demonstrate to selectors and users that we are doing our best for them.

With these concerns in mind, the next step was to decide what we want to learn about vendors. We developed a fairly standard list, including the following: how much and how fast of what type of orders can each vendor supply; what are their discounts and fees and are they fixed or sliding; how accurate, timely, and reliable are their reports; what material falls within the scope of their speciality; can they meet our approval plan needs; how much pre-order preparation do they need us to do; what are their policies on returns; how does their order fulfillment system work?

Since many of these questions can be answered without our having to do a full-scale vendor evaluation, we looked for alternative methods of informal evaluation. These methods were of two types: those we use within our libraries and within the library community and those we use in interaction with the vendors themselves. Within the library community we can check references, talking to other customers of a given vendor. In our own library we can routinely collect staff reactions, frustrations, and approval. We can accumulate the vendor's reports, respond to them, and spot-check their accuracy. We can also obtain some answers directly from the vendors, both by meeting with their representatives in our libraries and, occasionally, by visiting their offices. We can request evaluations from vendors of their service to us, though we must try to understand fully their policies and systems and inspect their reports carefully to see exactly what they are counting. Above all, we can try to obtain better service by reporting to vendors on their performance, complaining when necessary.

Having discussed informal methods of obtaining information about vendors, we set up a sample systematic evaluation that could help us find the information not otherwise obtainable. This evaluation was to compare similar vendors on similar firm orders. The orders were put in two categories based on
probable delay or speed of supply using Books in Print and the library staff's knowledge of publishers. The evaluation was to be limited by being completed within the fiscal year. At the end of the year we would look at all orders--open, filled, and cancelled--and obtain our statistics, sorted by vendor, detailing speed and quantity. These statistics would include: percentage filled; percentage cancelled by library; percentage cancelled by vendor (double check reason); percentage open (analyze what should have been delivered); percentage of erroneous cancels (confirm reports with publishers); number of inquiries from vendor.

With all this information available, we found we still had several questions: How accurate and consistent is the vendor's invoicing? How many vendors do I need? Can the vendor customize shipments, reports, and invoices? Is our library difficult to do business with? How do we account for publisher delays? Are we meeting the needs of the library well enough? Are we sufficiently (or excessively) "businesslike"?

Having discussed ways to gain information, we talked about how to use the results of our evaluations. We found we had a variety of audiences, including collection development staff, acquisition department staff, administration, other libraries, and vendors. For acquisitions staff, the results will influence vendor choices. With vendors, we can use the results as compliments, as warnings, and as the basis of a description of our needs. In using the results with other libraries, either in response to individual requests for references or in meetings, we must be careful to report our results objectively within the clearly defined context of the evaluation we did.

This observation led to a discussion of other examples of the fairness we owe vendors. We found that, if we cannot always pay promptly, we should at least be open about payment difficulties. A long discussion of the question of accepting "percs" led to a tentative decision that it is fair to accept them if we make it clear they will not affect our selection of vendors. Above all, we owe vendors objectivity and a thorough follow-up on any evaluation we do.

We closed the day by making a partial list of what we expect from vendors. We expect speed, efficiency, accuracy, fairness, and the service we pay for. We want them to know how a library works, including our decision processes, our goal of collection development, and our differences. We want them to know publishing (including distribution changes), the technical operation of their own home offices, and the technical aspects of their competition. They should have some automation literacy and work for the library. We want vendors to be responsible for damaged shipments and to give prompt credits for prompt payment. We also want them to communicate openly if we could make their jobs better.

Rosanna Brown
U.C. Berkeley

AUTOMATION IN THE LIBRARY: SERIALS AND ACQUISITIONS APPLICATIONS

"Automation in the Library: Serials and Acquisitions Applications" was the topic of the Fall meeting jointly sponsored by the Northern Microcomputer and Serials Discussion Groups, CLA Technical Services Chapter at Foothill College on September 12, 1986. The purpose of the program is to provide an opportunity for the exchange of ideas and experiences and to provide examples of practical
applications of automated procedures. After opening remarks by Marilyn McDonald (CLA/TSC President), Cindy Hill, Chair of the Microcomputer Discussion Group introduced Taylor Ruhl and Joel Lutes from Pacific Union College.

Taylor Ruhl, the Library Director at Pacific Union College, discussed the implementation of MicroLinx. His enthusiasm for this microcomputer-based serials acquisitions system was evident throughout his presentation. Part of his enthusiasm stems from the fact that finally many important pieces of information about the serials collection that were not consistently available will soon be readily and more easily tracked via MicroLinx.

His associate, Joel Lutes, provided many answers to the technical questions concerning hardware and software configuration. Their 20 megabyte hard disk microcomputer will be used for the 925 title collection. They are building their serials database in three distinct phases: check-in, claiming, binding; and have completed the first half of the alphabet.

Taylor acknowledged that accurately building this database of over 900 records is extremely time-consuming, but remains the most essential step since if the initial information is incorrect or inadequate, the future information will also be unusable. (Remember the old adage, "Garbage in, garbage out".)

When evaluating a system, Taylor strongly recommended that the purchaser determine the amount of support provided by the vendor. He praised the San Francisco office of Faxon for their diligent support in both the technical issues relating to hardware and for serials information (such as publication patterns, claiming procedures, and providing a data tape.)

As Jamie Hurley, Faxon's West Coast Regional Manager, and Alan Oppenheimer, the new Vice-President of North American Marketing Administration, were attending the meeting, the audience was able to direct product-specific questions to them.

The second speaker was introduced by Susana Liu, Chair of the Serials Discussion Group. Alice Boyd from San Jose State University Library presented her experiences as a user of the INNOVACQ system developed by Innovative Interface, Inc. Alice emphasized the importance of an organized plan, training session and communication among administration and staff members. Also, a comprehensive training program should be inaugurated well in advance of the introduction of a computerized system. It is very important for employees to know and realize the impact the computer will have on their work routine, the different skills required and the shifting of responsibilities within the office structure -- everybody should be involved in the training and learning process.

Cindy Hill
Failure Analysis Associates

REPORT OF THE NORTHERN REGION DISCUSSION GROUPS
ON ACQUISITIONS AND MICROCOMPUTERS

The Northern Region Discussion Groups on Acquisitions and Microcomputers jointly met Friday, September 19th at the State Library in Sacramento. The discussion was coordinated by Mary Eldredge from U.C. Davis and Brenda Crotts from the Butte County Library with the generous assistance of John Jewell and Kay Mowery of the State Library.
The program began with a leisurely registration period from 9 to 10:30 which included a tour of the State Library for those who could arrive early enough to enjoy it. By 10:30 all 60 participants had arrived. Mary Eldredge welcomed the group and introduced the discussion leaders. The leaders were Clayla Davis from St. Helena Public Library, Lura Gardner from Kern County Library, Nan Chorman from the Carlson Health Sciences Library at U.C. Davis and Franklin Benising from Shields Library at U.C. Davis. They gave short presentations covering their computer background and experiences. This gave the discussion group participants a chance to decide which group would relate best to their particular needs. People signed up for their discussion group choices and then met after lunch at the U.C. Davis Extension Center in downtown Sacramento. Two, one hour long discussion groups were held with an option for a State Library tour in place of the second discussion group if desired.

This workshop on computers and acquisitions took the experiences and needs of people who are or soon will be working with computers in their library and through discussion and example brought enlightenment in a confusing and changeable area. The evaluations of those who attended were very positive and stressed the importance of the information exchange this discussion group facilitated. Learning from each other's successes and failures is a time saver in dealing with microcomputers. The usefulness of the Automation Contact Directory, produced by CLA and distributed annually to CLA members as a benefit of your $5.00 membership fee, was substantiated as a valuable resource.

Becky Moore-Poe
U.C. Davis

DISCUSSION GROUP REPORTS - SOUTHERN CALIFORNIA

REPORT OF THE SOUTHERN REGIONAL SERIALS DISCUSSION GROUP

The Southern Regional Serials Discussion Group held its initial organizational meeting on August 1 at the Chancellor's Office, California State University. The sixteen people in attendance came from the various types of libraries in the region and represented differing areas of interest in serials. The group decided that as serials applications and concerns are reflected throughout the library, discussion topics for future programs should vary and cover the spectrum of potential serials interests.

Of primary concern at this initial meeting was preparations for the program for the CLA annual conference. Much discussion has occurred about the effect of automation on the creation, maintenance and usage of serial records. As libraries are becoming more automated, how records are devised and revised is coming under greater scrutiny.

The topic of the annual program for the Serials Discussion Group is: "The Myth of the Master Record?" Successive vs. latest vs. earliest entry. Speaking on behalf of successive entry will be Teresa Montgomery from U.C.'s Division of Library automation. Sue Lim from Cal Poly Pomona will be presenting the issues relating to consideration of adopting alternative entry forms in an online environment. This program will be held from 3:30 to 4:30 pm, Tuesday, November 18, in the Cabrillo Room of the Long Beach Convention Center.

Diana Reimer, Chair
Southern Region Serials Discussion Group
BOOK VENDOR EVALUATION -- THE SOUTHERN CALIFORNIA DISCUSSION

The Southern California Acquisitions Discussion group met in Riverside at Loma Linda University, La Sierra Campus, on September 17, to discuss the evaluation of vendors of in-print domestic monographs. The meeting's purpose was to develop an understanding of vendor evaluation, to assist participants in designing evaluation studies, and to motivate more careful thinking about decision making in the area of vendor selection.

The format and arrangement of the meeting were designed to promote as much discussion as possible. Kitty Simmons, who planned and hosted the meeting, served as moderator, but no formal address was given, and the content of the meeting was largely provided by the group members. Kitty opened the discussion by providing a brief review of the literature on vendor evaluation. Then those who had indicated some experience with an evaluation project shared their observations and insights. This was followed by a discussion of many aspects of the topic including how to determine when an evaluation is needed, quantitative and qualitative factors to consider, methodology, assuring fairness, and consideration owed to vendors. Don Hauser, a Baker and Taylor sales representative, was invited to respond to the discussion with some observations from a vendor's point of view.

Although the focus of the discussion was on the details involved in planning a vendor evaluation study rather than on identifying "good" or "bad" vendors, a list of currently used vendors was created to be duplicated and distributed to those in attendance after the meeting. This will also provide recipients with the names and phone numbers of colleagues who are interested in vendor evaluation.

Kitty Simmons
Loma Linda University

CATALOGING REPORT FROM THE ALA CONVENTION

Since the CC:DA meetings took about 13 hours, summarizing necessarily results in very brief information. If additional information on some parts of the following report is desired, contact Dorothy McGarry at (213) 825-3438. The Joint Steering Committee meets in October, so CC:DA will find out then which of its recommendations are accepted. Even with so many hours spent, we were not able to cover some of the proposals in as much detail as we would like to have done.

Chapter 9 took up the greatest part of the discussion because there were very many points involved. CC:DA continues to prefer one source as a chief source of information rather than having several sources be equally used: the formally presented internal evidence of the file itself (title screen(s) or their substitute(s)). If the information required is not available (including having access to equipment to mount or read the file) from the chief source, the following sources would be used (in this order of preference): labels on the physical carrier; documentation issued by the publisher, creator, etc. of the file; information printed on the container issued by the publisher, producer or distributor. No physical description would be included for remotely accessed files. An area 3 for File characteristics would include type of file (e.g. Computer data; Computer program(s)). The number of files and/or the size of the file(s) could be added. Various terms were to be suggested for additions to the glossary.
A recommendation for considering the title proper of a serial not to have changed under certain additional circumstances was sent to the CC:DA. Those approved by CC:DA and sent to the JSC include: changes in the representation of a word or words with abbreviation symbol, number, or date vs. the spelled out form; singular vs. plural form; one word compound vs. two or more words vs. hyphenated word. Some concern was expressed about singular vs. plural where internal spelling changes might occur, or plurals created by changing inflection at the beginning of a word, and it was suggested that further consideration be given to these. Titles such as Newsletter of the Missouri Archeological Society and Newsletter/ Missouri Archeological Society would not be considered to have changed; i.e. addition or deletion of connecting words when the order of the words is not changed. There was a great deal of discussion over when an added entry might or might not be necessary. CC:DA also thought that changes in spelling other than the singular and plural should still be considered title changes.

A recommendation sent to CC:DA dealing with proposed changes to rules for cartographic materials was considered by a task force of CC:DA which then made recommendations to the committee. CC:DA concluded that some of the matters raised would benefit from wider discussion of the map cataloging community and asked that no action be taken at this time by the JSC on those issues. Some of the examples used caused questions to be raised; these would have to be check out by the JSC prior to use. CC:DA supported a request to change instructions in the rule to add subject or geographic area or both if this information is not present in the title information. It discussed at length terminology dealing with variations in scale. Recommendations were made about changing "model" to "relief model", "section" to "segment", and using "contents" instead of "components".

We understand that the British will present a proposal to revert to use of "England", "Scotland", "Wales", and "Northern Ireland", rather than continuing to use the country as we have been doing (e.g. Oxfordshire, Durham, etc.).

Consideration was given to rules of entry for persons using more than one name. Discussion focused on several issues: the role and importance of predominance and commonly known for the catalog, the conditions under which predominance cannot be established, and the preferred order of the rules 22.1-22.2. There was consensus that there were circumstances under which predominance could not be established. The notion of "bibliographical identities" was considered to be a reasonable concept to use as the basis for making such distinctions when predominance could not be determined. There was support for limiting the usage to contemporary authors.

The latest proposed version of a rearrangement of rules for music uniform titles was looked at again, with a few corrections being noted. A recommendation for a proposed rewording of the glossary definition for Arrangement (Music) will be sent to the JSC, and some other points were considered in making the rules clear where they relate to arrangements.

A few other recommendations made by CC:DA include a proposed revision of 6.501 to accommodate sound recordings of 2 or more sizes; a proposed addition of GMDs of "art reproduction" and "toy" to rule 1.1C1, and addition to 10.5B1 of "art original" and adjustment in 1.1C1.

A number of other editor's drafts, follow-up comments to previous proposals, were also discussed. Many of these dealt with specific wording where general concepts had been agreed upon previously.

Dorothy McGarry
UCLA
UC BERKELEY EXTENSION COURSES

UC Berkeley will offer two courses that will be of interest to librarians at the UC Extension Center in San Francisco. These two courses began in late October. "Microcomputers in Libraries: An Introductory Course" is designed for librarians with little or no experience with computers, providing them with hands-on experience with microcomputers in various library settings -- public, school or special. ($185, Oct. 29-Jan 21.) "Selection and Organization of Non-Print Materials" will be given Oct. 28 to Nov. 25th. Its cost is $135. For more information call Jane Fisher (415) 642-1171.

RESEARCH BROADSIDE

The Research Committee of CLA's California Society of Librarians is considering the possibility of periodically issuing a broadside or some form of newsletter briefly describing in-process or recently completed original research. We hope not only to promote an increased interest in research, but also to acknowledge the research efforts of California librarians on a statewide basis. The Research Committee chair will collect the research information and periodically issue a publication to institutions who are contributing members of the research network, as well as to all CLA members. The Research Committee chair, Sandra Vella, Shields Library, U.C. Davis, Davis, CA 95616 (916) 752-0597 is currently requesting information on original research in-process or just completed in order to assemble a sample broadside for presentation to the California Society of Librarians Executive Board. Please send her information on your research project prior to November 3rd. Include your name, mailing address, phone number, the title of your paper and a short abstract. Thanks for your help.

Sandra Vella
Chair, California Society of Librarians Research Committee

A LAST MINUTE NEWS ITEM

THE LIBRARIAN SHORTAGE: LEARN TO RECRUIT!

You, too, can be a recruiter! Involving librarians in recruitment will be the focus of the upcoming CLA Conference program, "The Librarian Shortage: Learn to Recruit!", sponsored by the CLA Library School Recruitment Committee. As part of the LSCA-funded California Library School Recruitment Project, the program will discuss California's shortage of librarians, highlighting the need for children's librarians and recruitment of minorities into the field.

The program will also focus on the major role that librarians themselves can play in promoting the field and recruiting talented people into it. Program speakers plan to introduce a series of regional workshops designed to train librarians as recruiters, planned for 1987 and open to all who wish to participate. Early sign-ups for these workshops are being taken now, and will also be taken at the conference program.

Discussing recruitment efforts on the national level will be Kathleen Heim, Dean of LSU's School of Library and Information Science and Chair of the Advisory Committee to ALA's Office for Library Personnel Resources. Maryann
Freeman, Recruiter/Counselor from UCLA's Graduate Affirmative Affairs Office, will contribute the professional recruiter's perspective to the program as she talks about how to sell the library field.

Other speakers include Constance Nyhan, Graduate Advisor/Librarian from UCLA's Graduate School of Library and Information Science, addressing the role of the library schools in recruitment; Katie Scarborough, Project Director of the California Library School Recruitment Project, reporting on the Recruitment Project survey and the need for librarians in California; and Teresa Jacobsen, UCLA's Graduate School of Library and Information Science Recruitment Committee Co-chair, explaining how to get involved in recruitment. Colleen Foster is chairing.

All program attendees will receive a free copy of the brochure packet that's being produced this fall by the Recruitment Project.

"The Librarian Shortage: Learn to Recruit!" will be held at the CLA Conference on Sunday, November 16th, from 2:30 to 4:00 p.m. For further information, or to sign up for the recruitment workshops, please call Katie Scarborough at (707) 996-7993.

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TECH NOTES is the newsletter of the Technical Services Chapter of the California Library Association (717 K Street, Suite 300, Sacramento, CA 95814). Three issues are planned for 1987: March, June, and September.

Signed items for TECH NOTES should be mailed to the 1987 editor:

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