Total membership in the Chapter is now up to 383— an increase of 67% over a year ago. Hopefully, this reflects the success of our Group Coordinators and members of our Program Committees in meeting the needs of technical services people for interesting and informative programs.

During the past year, I have attempted to attend as many meetings of the different groups as possible. Discussion Group meetings are interesting—and often relevant to many activities other than those most directly related to the function of that particular discussion group. We all need to know about DOS whether we are using a microenhancer or an order file, and can anyone really use a catalog if they don't understand what serials librarians are doing with those serials that change titles?

Often the problem is not simply that we have a new way to accomplish a routine task, e.g., a new way to print a set of catalog cards, but a new form of service that does away with an older form of service. Kaye Gapen, our keynote speaker in November, went directly to one of the most important issues when she tried to identify the significant changes in our paradigms, or frameworks, for interpreting reality. The use of electronic channels for data, for example, permits us to define new methods for organizing data into records and files of records. There are many ways in which to define the operations for building such files. It may be awhile before we understand all the implications of these new realities, but meeting together to report our observations and to discuss new problems is certainly an important first step.

This issue includes a list of our current Group Coordinators and Committee members. Please feel free to contact any of these persons to suggest topics you would like to hear discussed, to present criticisms of any of our programs—and especially to volunteer your resources. We need your concerned interest if we are to prepare our best programs.

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President
CLA Technical Services Chapter
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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 editor:

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1987 DISCUSSION GROUP LEADERS---NORTHERN REGION

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ANNOUNCEMENTS

CLA TECHNICAL SERVICES CHAPTER MEMBERSHIP

The strength of the Chapter is in its membership. Please take this opportunity to renew your membership if you have not already done so. If you have, please pass the membership form (see last page) on to a friend.

The benefits of membership are: Tech Notes, the Chapter newsletter, 3 times a year; the annual Automation Contact Directory; announcements of opportunities for continuing education (Chapter programs, workshops, discussion groups); reduced fees at some Chapter programs; and, interaction with colleagues in other libraries.

UC BERKELEY EXTENSION LIBRARY CLASS

The University of California, Berkeley Extension will offer an evening class entitled "Library-Specific Microcomputer Software" from April 2 to June 11. Rosemarie Palanga will be the instructor. For more information, call (415) 642-7111 or write to Jane Fisher, UC Extension, 2213 Fulton St, Berkeley, CA 94720.

CALIFORNIA LIBRARY SCHOOL RECRUITMENT PROJECT

Involving librarians in recruitment is the goal of the California Library School Recruitment Project, supported by Library Services and Construction Act funds in response to the growing need for librarians, especially children's and minority librarians.

This spring, the Project will sponsor a series of 6 regional workshops to train librarians as recruiters and to establish an ongoing statewide recruitment network. Workshop participants will gain valuable training as well as written recruitment materials. In exchange, they will commit a certain amount of time to recruitment activities, such as contacting local career placement offices, attending career days to talk about the library field, and being available to answer the questions of individual recruits.

For more information or to sign up for a workshop, phone Project Director Katie Scarborough at (707) 996-7993.
SOUTHERN REGION SPRING PROGRAM

The Spring Program will be held on May 15, 1987, at Santa Fe Springs Public Library. The meeting will be entitled "Access in an Online Environment: Problems of Organization," and Michael Carpenter will be the keynote speaker.

SOUTHERN REGION DISCUSSION GROUPS

MICROCOMPUTER

A program jointly sponsored with the Southern California Technical Processes Group is being planned on the topic of "LANs in Libraries." The fourth week in March is the tentative date for this meeting.

NORTHERN REGION DISCUSSION GROUPS

CATALOGING

A spring meeting is tentatively set for Friday, May 8, 1987, at Meriam Library, California State University, Chico. Due to numerous requests to "see PAC II" (now known as CLCAT), the focus will be on online catalogs. The program will include speakers, discussion, and the opportunity to do some hands on searching on a "live" system. Good weather and acceptable response times are expected.

Further information will be sent to all Discussion Group members later this spring. If you have any questions or would like to assist with the program, please contact Jim Dwyer, phone: (916) 895-5837 (see p. 5 for address).

SERIALS

Plans are underway for a spring meeting. The following topics are being considered: union lists (how to deal with CULP and other union lists that have most titles in AACR1 form; union lists in general); holdings (how to make them more understandable); how to determine when a serial title changes its name (as distinct from graphic changes in title displays); explaining the enigma of serials to non-serials librarians (including management, circulation of periodicals, shelving problems and solutions); and, microform periodical collections (costs, benefits, drawbacks).
If you are interested in any of these topics or have others to suggest, or if you would like to help plan a program, please contact Priscilla Peters, phone: (209) 667-3492 (see p. 5 for address).

NORTHERN CALIFORNIA TECHNICAL PROCESSES GROUP

"Technical Services as Public Services--the Humanistic Link" is the theme for the spring program, which is set for Friday, April 17, 1987, 10 a.m. to 3:30 p.m., at Solano Community College in Suisun City, California.

Sanford Berman, long-time campaigner for better patron access to catalog information and Hennepin County Library (MN) Head Cataloger, will be the keynote speaker. Also featured on the program are Jim Dwyer, Head of Bibliographic Services at California State University, Chico, and Liz Bishoff, Principal Librarian for Support Services at Pasadena Public Library.

This program promises to be of interest to technical and public services library staff alike, with answers to such intriguing questions as:
--How do online catalogs impact technical services?
--How can reference and technical services staff collaborate most effectively to provide materials and access to the collection in the most timely and useful manner?
--What constitutes cataloging in the consumer interest?
--Can we afford to modify cataloging records to meet public needs; Can we afford not to?
--What issues should be addressed to make sure a periodicals union list will be usable?
--Do information and referral files need authority control?

The audience will be invited to get into the act during part of the day to discuss in small groups these and other topics relevant to the technical/public service humanistic link.

Cost is $11.50 for registration and NCTPG membership. Lunch will be provided for an additional $6.50. More information and a registration form will be available in March with wide distribution throughout Northern California. For further information, please contact Lynnea Kleinschmidt, Richmond Public Library, 325 Civic Center Plaza, Richmond, CA 94804, phone: (415) 620-6963.
ANNUAL CHAPTER BUSINESS MEETING

The meeting, held in Long Beach, was called to order at 8:30 a.m., November 18, 1986, by Marilyn McDonald, Chapter President, with about 220 people in attendance. She introduced the current officers: Kathryn Weintraub, Vice-President/President Elect; Wendy Romano, Treasurer/Membership Coordinator; Celia Bakke, Secretary (absent); Sandra Vella, Tech Notes editor; Kitty Simmons, Tech Notes editor for the Southern Region; and Mary Nakagawa, Automation Contact Directory editor (absent).

In the absence of Secretary Celia Bakke, Marilyn McDonald read the minutes of last year's business meeting. The minutes were approved as read.

Wendy Romano presented the treasurer's and membership reports. The balance as of November 18, 1986, was $3,550.99, an increase of $848.79 (31%) over the November 19, 1985 balance. The Chapter's membership to date was 383, a 67% increase over the November 1985 figure of 229. Members were encouraged to renew their Chapter membership, and others were invited to join at this meeting. Membership lists were made available for members.

Wendy Romano announced Chapter election results (161 ballots were returned) and introduced the 1987 officers: Kathryn Weintraub, President; Celia Bakke, Vice-President/President Elect (absent); Lana Wong, Secretary (absent); and Judy Moomaw, Treasurer/Membership Coordinator.

President McDonald reported on Northern Region activities, highlighting the joint program of the Chapter with the Northern California Technical Processes Group, held April 18, 1986, entitled "Library Automation: Integrate or Interface." The featured speaker was Richard Boss, Senior Consultant, Information Systems Consultants. The Central Valley Acquisitions and Microcomputer Discussion Groups held a one day workshop on September 19, at the State Library in Sacramento on the applications of microcomputers in libraries. The Northern Microcomputer and Serials Discussion Groups held a program entitled "Automation in the Library: Serials and Acquisitions Applications," on September 12, at Foothill College in Los Altos. The Northern Acquisitions Discussion Group met April 15 in Berkeley to discuss the topic "Vendor Evaluation: Methods and Ethics."

Vice-President Weintraub reported on Southern Region activities, noting the formation this year of a Serials
Discussion Group. This group concentrated on planning a program for the CLA Annual Conference, "The Myth of the Master Record." The Southern Acquisitions Discussion Group met September 17, at Loma Linda University to discuss the evaluation of vendors of in-print domestic monographs.

President McDonald announced that the Automation Contact Directory will be mailed to members as soon as it is returned from the printers. She gave special thanks to Mary Nakagawa for undertaking this project and working so diligently at it. President McDonald then thanked the members for their hard work and support during the year and turned the meeting over to the new president, Kathryn Weintraub.

President Weintraub promoted participation in the various discussion groups as an opportunity to meet with peers and discuss issues and common interests. She encouraged people to support the Chapter by joining and participating in Chapter activities. She then adjourned the business meeting so that the Chapter program could begin.

Judy Moomaw
Treasurer/Membership Coordinator
CLA Technical Services Chapter

ANNUAL CLA CONFERENCE PROGRAM

SHALL WE THROW OUT TECHNICAL SERVICES-- AND THEN WHAT?

The program began with a keynote address by D. Kaye Gapen (University of Wisconsin, Madison), entitled "Their Access and Our Structure; Technical Services at the Center of Change." This was followed by discussion of some of the practical aspects of implementing changes in a technical services division.

The consensus was that, while we cannot throw out technical services, we will have to make major changes. Two of the tasks which Ms. Gapen accomplished in her presentation were: 1) to define some major changes in the paradigms by means of which we interpret reality; and 2) to then describe some of the characteristics of a recent major reorganizational change at the University of Wisconsin Library.

Two factors which are leading to major changes in libraries are significant reductions in the resources available to libraries and the impact of technology on society. Electronic information is recorded in digital form and
communicated through many channels. This changes the geography of scholarship. Scholars can now gain immediate access to data, colleagues, and information services from their offices; students can do much of their work at distributed work stations. Thus, it is no longer necessary to travel to a central location such as a library, a classroom, or a meeting hall for many of these activities. Similarly, activities of a technical services division are no longer necessarily tied to physically massive central files.

At Madison, the separate libraries were reorganized from 14 independent libraries into 5 clusters. This allows each library to function as a service point for its specific discipline, but the librarians within each cluster can also plan for the development of resources for interdisciplinary studies and for the elimination of duplication within the cluster of such items as multiple backfiles of serials or expensive pieces of equipment. While the administrative hierarchy of the system is now much flatter, individual librarians generally have much higher levels of responsibility. Each cluster is responsible for its collection development, cataloging, and reference services. The few activities which still remain in a centralized technical services division are expected, in time, to move into the clusters.

For the future, Ms. Gapen predicted that the most important function of technical services would be to deal with the problem of intellectual access. In online catalogs, this would involve the need to integrate databases with controlled and uncontrolled vocabularies.

A panel of discussants addressed aspects of the problem of how to adjust to these changes. Liz Bishoff (Pasadena Public Library) described procedures for analyzing jobs in order to identify what tasks need to be performed and showed how to collect data for the organization of these tasks. Joan Rapp (San Diego State University) described some of the problems of recruiting librarians for technical services and emphasized the need to look for applicants with the ability to solve problems and grow on their own. She suggested that search committees check references closely and test applicants for such skills as the ability to analyze and solve problems. Lois Kershner (Peninsula Library System) emphasized the importance of training staff to perform new tasks. And finally, Arnold Wajenberg (UCLA School of Library and Information Science) told how Illinois integrated the professional functions of collection development, cataloging, and reference some years ago.

D. Kathryn Weintraub
University of California, Irvine
ANNUAL CONFERENCE DISCUSSION GROUPS

ACQUISITIONS

ACQ350, the automated acquisitions system currently being developed at OCLC was the subject of this session. Roberta Rand from the OCLC Pacific Network staff made the presentation. ACQ350 is a microcomputer-based, menu-driven, library acquisitions system that communicates with the OCLC online system. This combination offers both local and central systems processing advantages. Users will download bibliographic records and address information from OCLC files. Order information can also be uploaded back to OCLC for centralized processing. Outgoing orders can be printed in-house, printed by OCLC, or sent electronically to vendors via OCLC's Direct Transmission service. The system handles all bibliographic formats and order types and also includes a complete fund accounting component.

Highlights of the system include automatic claims and cancellations, keyword searching, vendor performance reports, and library-defined indexed/retained fields. ACQ350 is designed to run on an OCLC M300 Workstation (or an IBM PC) equipped with a Tallgrass hard disk drive. Required disk storage will vary depending on the requirements of the library. A printer will also be needed for local production of forms and reports. The system can be operated in a multiuser environment, allowing simultaneous access to as many as 20 workstations.

ACQ350 is scheduled for library site testing during the first half of 1987. Saddleback Community College in Mission Viejo has been chosen as the test library in the Pacific Network. OCLC is predicting general availability of the system beginning in the summer of 1987.

Kitty Simmons
Loma Linda University

CATALOGING

The topic for the meeting was "The Future of the Catalog Librarian in a Changing Environment--Database Managers?" Sue Lim presided and introduced the speaker, Ruth Haftner, Ph.D., currently at San Jose State University.

Dr. Haftner began by discussing what has been happening to catalogers' self-esteem and how others are perceiving them. Library literature predicts the demise of the cataloger.
Catalogers themselves are questioning the activities they are doing and are wondering if they should look for other jobs which hold higher status and brighter prospects. Dr. Haftner asked, "Do we need to change cataloging by adopting a new title and the image of 'data base manager', or should we restore our activities to preeminence?"

Dr. Haftner outlined several reasons for the negative image of the cataloger in the profession. First, most literature about catalogers is written by library administrators looking forward to a "cataloger-less" future. Many administrators perceive catalogers as holding onto non-professional activities. For example, the activities of copy cataloging and the revision of copy cataloging once done by professionals are now seen as being properly handled by para-professionals. By holding onto these and other similar activities, catalogers are seen as anachronisms and roadblocks to cost-effective technical services. Second, catalogers are seen as "out in blue sky." They put great emphasis on standards without taking into account the realities of cost and political alliances. Catalogers' "tunnel vision" for standards at any cost is something which library directors fear. Third, the cataloging process is expensive, frequently totalling more than the price of the book. Cataloging, unlike reference service, produces an identifiable product with a quantifiable cost. It is often seen as a "run-away cost item" with unclear benefits. Fourth, library administrators are well aware of various poorly indexed and less complex systems which are very popular with the public. Administrators then begin to wonder if the emphasis on a highly complex catalog is unnecessary. Tracy Kidder in his book, The Soul of a New Machine, makes the point that "not everything worth doing is worth doing well." However, catalogers are more known for saying, "Anything worth doing is worth doing well." Catalogers need to recognize that certain situations require flexibility and speed.

There are several options available to catalogers in light of the negative image of traditional cataloging. First, as has been implemented in some large institutions, catalogers can become generalist librarians who are active both in reference service and cataloging. There is some question whether people with strong aptitudes for reference work would be as good at cataloging and vice versa. It is also interesting to note that in other professions increased complexity has caused more specialization within the particular profession. Second, an option available to catalogers is employment outside the library as indexers, since there is a demand by various databases for people with indexing and classification skills. Third, catalogers can become "database managers" within libraries. Money magazine recently ranked "database
managers" as the second fastest growing occupation. A cataloger can become a "librarian/computer expert/executive."

There seems to be a consensus that it is impossible to continue doing traditional cataloging. However there is still demand for catalogers as evidenced in the professional job advertisements. Libraries are still buying research material which needs original cataloging. The most significant coming event requiring cataloging expertise is the implementation of the online catalog. This event can give catalogers the opportunity to set standards for a long term activity and establish precedents concerning display, online prompts, access, and offline handbooks. The question is not whether catalogers can do it, but whether they can convince the profession that they have the insight to do it.

Changes need to be made. Education must be broadened. Catalogers must not only be concerned about technical details but also about costs. They must improve their communication skills with patrons and other professionals and be able to articulate their gifts and insights by using comprehensible language. Catalogers need to "jazz up" their image and tell others what they can provide for the library of the future.

A question/discussion period followed Dr. Haftner's presentation, during which the following points were made:

-- Relating to the phrase "not everything worth doing is worth doing well," the observation was made that not everything is worth doing. True, accuracy is very important in computer retrieval of information, but certain things need to be prioritized. Also, it is possible for the online catalog to use prompts to refer to other indexes.

-- Original cataloging can become demoralizing if it is solely dealing with what was termed backlog "slime," materials so esoteric that they are not expected to be read. Most "wonderful and exciting" information is already cataloged in the network. The esoteric can be fascinating, but not if it is all you do.

-- People want one window into the library, one place to look. Catalogers need to help make systems user friendly. They need to share knowledge in a simple way and change the words they are using. In some respects the online catalog will be more difficult to use than the card catalog.

-- Cataloging is not produced in the vacuum of one institution. Networks judge it with the stress on quality which affects reputations. However, catalogers are also
judged within their institution by library administrators wanting quantity.

-- Cataloging should be perceived as a growth industry. Catalogers have the knowledge to lead, but they also have an image problem.

Danette Adamson
Cal Poly, Pomona

MICROCOMPUTER

"The Electronic Reference Desk" or is it "The Electric Chair?" Either way, is it capital punishment for librarians? A roomful of people wanted to find out. They attended the CLA Annual Conference session sponsored by the Southern Region Microcomputer Discussion Group. They heard Larry Snider, Associate Librarian for Library Systems at Cal State, Long Beach, explore the service and technical considerations involved in creating an electronic reference desk.

Larry has provided especially for Tech Notes readers this abstract of his presentation:

As libraries enter into what is being called the "information age," a great deal is being written about the electronic library, but very little is being written about the electronic reference desk and how reference services will be provided with the electronic technologies. As more and more libraries begin to utilize the microcomputer and other electronic technologies for gathering, storing, and transmitting information, it is essential to begin planning for the integration of these technologies to benefit the user.

In designing the electronic reference desk, it will be necessary to incorporate several key technologies that are currently being used to support the reference function: electronic bulletin boards and local area networks; expert systems; online catalogs and distributed systems; online commercial database services; and optical disk publishing. Each of these technologies provides specific benefits and problems to the reference function, and it is essential that libraries begin planning for integrating these technologies into an "electronic reference desk."

An essential part of the planning process will include analyzing the impact of organizational structure. Traditional functions will change, but the skills and techniques developed by the library profession will still
be the key to designing an electronic reference desk that meets the needs and expectations of the user in the information age.

[Larry has received requests for repetition of his presentation. Will he accept additional invitations? I don't know--call him.]

Anne Hess
Cal State, Los Angeles

SERIALS

The Serials Discussion Group held a very successful program at CLA entitled, "The Myth of the Master Record: Successive vs. Latest vs. Earliest Form of Entry for Serials Records." Considerable interest was raised over the possibility of abandoning successive entry cataloging for serials and adopting some other form of entry which would be more effective in the machine environment.

Teresa Montgomery, from the University of California's Division of Library Automation (DLA), made a presentation describing use of successive entry and citing the virtues and benefits of successive cataloging. An existing title does not have to be recataloged for a new title. That is, one is only required to close the entry on the existing record and make a new set of cards (or a new record) for the new title. This approach results in a certain simplicity in the description of complicated materials. Each cataloging record is distinct for each title manifestation, and connections are made with linking notes. The user benefits because the journal title will appear in the form used at the time of publication and as cited in books, bibliographies, and other reference sources. In an online catalog situation, the linking titles could be indexed as titles so they would retrieve every manifestation of a particular serial. She also mentioned the following drawbacks. Changes require both catalogers and serials acquisitions people to process two records: the old closed one and the newly created one. This results in a ripple effect of an increase in the number of cards to file, the possibility of duplicate access points for earlier and later titles, and the possibility of additional binding and shelf listing effort. In an online environment, the multiple access points can be confusing: e.g., if a user retrieves half a dozen titles and then has to determine which is the one actually sought. Also, the user does not get all the information on a title in one place, but must understand and follow the "continues" and "continued by" notes. She closed by stating that libraries should think carefully about the larger implications of changing the rules once again.
Much of the problems DLA and other similar organizations face in merging serials records come not only from the nature of serials but from changes in their bibliographic treatment over time.

Sue Lim, from Cal Poly Pomona, spoke to the issues concerning alternative forms of entry. She stated that the time has come for catalog librarians to reevaluate the successive entry serials concept, especially in the light of today's automated environment. The use of online technology makes it simple to replace the main entry of a record whose title has changed by manipulating the title proper in the 245 field and dropping the former title to a 246 or 247 field for multiple access points. Or, if the earliest entry is desired, as the British prefer, the additional access points can simply be added for succeeding title changes, thus compiling a bibliographic history on a single record. Sue also discussed the changing concept of the main entry in an online catalog, stating that the title proper of a serial publication is less important than having multiple access points to a single bibliographic record giving the entire holdings. In conclusion, she stated that if changes are to be made in how serials records are conceived and constructed in the future, grassroots support for change must come from librarians. The issue does not belong to serials catalogers alone but to all who use the products they create, to regional and national networks, to vendors of library automation systems, to publishers, and to those who are part of today's information business.

Peggy Firman, from Savage Information Services, concluded the program by cautioning librarians to be aware of their own information needs and the services they want to provide. Before supporting a grassroots move to change existing serials cataloging practices, libraries should consider their own needs, their requirements and considerations for automation, and their uses for serials and serials records. In addition, libraries must also be realistic in viewing their capacity and capability to change before theoretically supporting it.

From feedback received from those attending this program, the Serials Discussion Group has decided on its topic for the 1987 CLA Annual Program in Santa Clara. The subject will be "Demystifying Serials," making serials more user friendly, explaining the enigma of serials to management or to non-serials staff, simplifying the task of determining title changes. Priscilla Peters, from CSU Stanislaus and Chair of the Northern Serials Discussion Group, will be coordinating this program.

Diana Reimer
Cal State, Long Beach
CALIFORNIA LIBRARY ASSOCIATION
TECHNICAL SERVICES CHAPTER
1987 MEMBERSHIP APPLICATION FORM 1987

NAME: ________________________  NEW MEMBERSHIP

ADDRESS: ______________________ RENEWAL

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NON-CLA MEMBER ($5.00)

TELEPHONE: ______________________

Make checks payable to:
CLA Technical Services Chapter

Mail application and check to:

Judy Moomaw
Head, Serials Department
Shields Library
UC, Davis
Davis, CA  95616

Thank you for your support of the Chapter!

**Note: Check the address label on this newsletter. If you have already renewed for 1987, there is a red "x" on the label. No "x"? - then renew now, as this is the last mailing to 1986 members. Thank you!