

FINAL PROGRAM

# Internet

# Librarian 2003

*The Internet Conference and Exhibition for Librarians and Information Managers*

*November 3-5, 2003*



*Monterey  
Conference Center  
DoubleTree Hotel &  
Monterey Marriott*



*Monterey,  
California*



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# CONFERENCE OVERVIEW

## Communities of Interest

Join your colleagues on Sunday, November 2nd from 4:30 – 5:30 p.m. for informal discussions around five different topics, and meet other attendees with similar interests. See page 9 for more details.

## Strategic Briefing on Content Integration

On Sunday, November 2nd from 5:30 p.m. – 6:30 p.m. come hear Mary Lee Kennedy talk about how Microsoft is taking advantage of the new functionality of Microsoft Office 2003 and other technologies internally and explore the ways you can do the same for your organizations. See page 12 for more details.

## Grand Opening Reception

Information Today invites all attendees and exhibitors to the opening of the Internet Librarian 2003 exhibition celebrated with a networking reception on Monday evening from 5:00 p.m. – 7:00 p.m. Join us in a relaxed atmosphere to renew acquaintances and meet new colleagues.

## AIIP Technology Award

Information Today, Inc. is pleased to announce that the Association of Independent Information Professionals (AIIP) will present the fifth annual AIIP Technology Award during the Tuesday keynote session of Internet Librarian 2003. The award recognizes innovative products that enhance the working environment of the independent information professional.

## CD-ROMs

All sessions are being recorded and are for sale at the conference. Visit the Digital Record table located in the registration area for more information, or visit their Web site at [www.digitalrecord.org](http://www.digitalrecord.org).

## Coffee and Danish Hour

Coffee and danish are provided for attendees Monday, Tuesday, and Wednesday mornings from 8:00 a.m. – 9:00 a.m. Complimentary coffee will be available in the Exhibit Hall Tuesday and Wednesday mornings at 9:45 a.m. and in the afternoons at 2:45 p.m.

## Cybertours

Free 15 minute presentations covering a wide range of topics for Exhibit Hall visitors will be held on Tuesday and Wednesday in the Presentation Theatre in the Exhibit Hall.

## Tuesday Evening Session: Funding Strategies

On November 4th from 7:30 – 9:00 p.m., join us for a lively evening featuring an interesting and interactive look at potential alternative funding models for libraries—some new thinking and new possibilities for ensuring our future!

## Dine Arouds

Wonderful food and dining expeditions to the superb restaurants in the Monterey area are planned. So join your colleagues for an evening of terrific conversation, great food and lots of fun you won't soon forget! Check the boards in the registration area to sign up for the excursion of your choice!

## Meet the Authors

Stop by to meet some of the industry's top authors on Tuesday, November 4th from 9:45 a.m. - 10:30 a.m. at the Information Today, Inc. booth (#417).

## Association Sponsors

Information Today, Inc. would like to thank The Association of Independent Information Professionals (AIIP), the Medical Library Association, and the Special Libraries Association for their support of Internet Librarian 2003.

## PROGRAM CHAIR

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## Internet Librarian 2003

We are pleased to present the seventh annual Internet Librarian conference and exhibition—the ONLY conference designed for information professionals who are using, developing, and embracing Net & Web-based strategies in their roles as information searchers, Webmasters and Web managers, content evaluators and organizers, product developers, and more. As the premier tools for information managers and librarians, Net technologies are the focus of this conference. It provides an active forum for our excellent speakers to explore the exciting range of issues and challenges facing information professionals today as well as an opportunity for you to network with other leading-edge Internet librarians.



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## TABLE OF CONTENTS

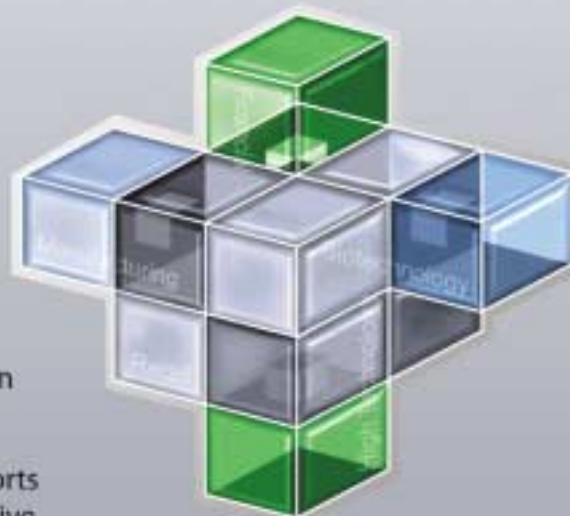
- Conference At A Glance..... 6
- Preconference Workshops..... 9
- Internet@Schools Track ..... 12
- General Conference..... 14
- Cybertours..... 24
- Speaker Directory..... 26
- Exhibitor List & Floor Plan..... 30
- Exhibitor Directory..... 32

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# Internet Librarian 2003 Conference At A Glance

## PRECONFERENCE WORKSHOPS — SATURDAY, NOVEMBER 1

1:30 p.m. – 4:30 p.m. W1: New Web Standards W2: The World of Web Assessment W3: Extreme Searching W4: Lies, Damned Lies, & the Internet W5: Writing Grants for Technology Projects

## PRECONFERENCE WORKSHOPS — SUNDAY, NOVEMBER 2

9:00 a.m. – 12:00 p.m. W6: Searchers Academy W7: Web Managers Academy W8: Web Management Strategies [CANCELLED] W9: Current Awareness Options W10: Meaningful Measures W11: Make Learning Stick W12: Professional Web Authoring

1:30 p.m. – 4:30 p.m. W6 continued W7 continued W13: Web Team Best Practices [CANCELLED] W14: RSS/Blogging 101 W15: Strategy, Architecture W16: Finding the Latest News W17: Practical XML & XSLT W18: Optimizing Web Sites [CANCELLED]

4:30 p.m. – 5:30 p.m. COMMUNITIES OF INTEREST

5:30 p.m. – 6:30 p.m. STRATEGIC BRIEFING: CONTENT INTEGRATION PRACTICES

## INTERNET@SCHOOLS 2003

### Bonsai III SUNDAY, NOVEMBER 2

9:00 a.m. – 9:45 a.m. S101: School Libraries and User Electronic Info-Literacy Behaviors

10:00 a.m. – 10:45 a.m. S102: Students at the Center

11:15 a.m. – 12:00 p.m. S103: Attracting Visitors to your Electronic Library

1:30 p.m. – 2:15 p.m. S104: Using Video Streaming to Enhance Instruction

2:30 p.m. – 3:00 p.m. S105: Innovative Initiatives for K-12 Internet Librarians

3:30 p.m. – 4:30 p.m. S106: Applying What We Know

### Bonsai III MONDAY, NOVEMBER 3

9:00 a.m. – 10:00 a.m. GENERAL CONFERENCE OPENING KEYNOTE (San Carlos Ballroom)

10:30 a.m. – 11:15 a.m. S201: Detecting and Diagnosing Mouse-Click Plagiarism

11:30 a.m. – 12:15 p.m. S202: Lessons Learned from the JSTOR Secondary Schools Pilot Project

1:45 p.m. – 2:30 p.m. S203: Teaching the Real Purpose of Citing Sources

3:15 p.m. – 4:00 p.m. S204: Free Educator Web Sites: Visible and Invisible

4:15 p.m. – 5:00 p.m. S205: Free Educator Web Sites: Visible and Invisible (continued)

## GENERAL CONFERENCE — MONDAY, NOVEMBER 3

### San Carlos Ballroom

#### TRACK A NAVIGATING & SEARCHING

A101: Ambient Findability

A102: Why Google Won

A103: 30 Search Tips in 40 Minutes

A104: A Google Gambol: Advanced Tricks and Techniques

A105: Initiating Your Search with Personalizable Portals

#### Steinbeck Forum TRACK B WEB DESIGN & DEVELOPMENT

B101: Cool Tools Update, Part 1

B102: Cool Tools Update, Part 2

B103: Dreamweaver Update: 30 Tips in 40 Minutes

B104: Usability Testing: Straight from the User's Mouth

B105: Web Wizards' Roundtable: Redesigns on a Shoestring

#### DeAnza I TRACK C E-RESOURCES & DIGITAL LIBRARIES

C101: E-Books: The Third Generation

C102: Building a Library with Free Web Resources

C103: New-Age Navigation: Innovative E-Journal Interfaces

C104: Cool Tools for Digital Publishing

C105: Power Tools for Digital Libraries

#### DeAnza III TRACK D COOL TOOLS FOR HEALTH

D101: Internet Health Is Everywhere

D102: Public Health Emergencies

D103: Health Information on the Internet

D104: Health Information on the Internet (continued)

D105: PDA/Wireless/ Tablet Technologies

# GENERAL CONFERENCE — TUESDAY, NOVEMBER 4

9:00 a.m. – 9:45 a.m.

San Carlos Ballroom

KEYNOTE—Top Tech Trends for Internet Librarians

## Steinbeck Forum

**TRACK A**  
INFORMATION &  
KNOWLEDGE EXCHANGE

10:30 a.m. – 11:15 a.m.

A201: The Blogging Explosion—  
Libraries & Weblogs

11:30 a.m. – 12:15 p.m.

A202: Blogging for Productivity &  
Knowledge Exchange

2:00 p.m. – 2:45 p.m.

A203: Increasing Information &  
Knowledge Exchange with RSS

3:15 p.m. – 4:00 p.m.

A204: Harvesting Blogs for  
Emergent Information

4:15 p.m. – 5:00 p.m.

A205: Beyond Blogging

## TRACK B WEB OPS

DeAnza I

B201: Network Security:  
What You Need to Know

B202: Visual Interfaces for  
Users of Digital Texts

B203: Humanizing the Web:  
Support Tools

B204: Wacky World of Gadgets

B205: Bright Ideas for the Web

## TRACK C E-LEARNING

DeAnza III

C201: Outcomes: Adventures  
in E-Learning

C202: Curriculum: Competencies  
and Challenges

C203: Environment: Impacts  
and Objects

C204: Tools: Designing  
and Developing

C205: Case Studies:  
Context and History

## TRACK D TOOLS & PRACTICES FOR INFO PROFESSIONALS

DeAnza II

D201: Beyond Power Searching

D202: Competitive Intelligence  
Resources

D203: Centers of Excellence

D204: Corporate Librarians & Their  
Role in Enterprise CM

D205: Online Research Management

7:30 p.m. – 9:00 p.m.

DeAnza I

TUESDAY EVENING SESSION—Saving Ourselves: Alternative or Adventuresome Funding Strategies

# GENERAL CONFERENCE — WEDNESDAY, NOVEMBER 5

9:00 a.m. – 9:45 a.m.

**TRACK A**  
SEARCHING &  
SEARCH ENGINES

A301: (R)Evolution of Search  
Engines: Update

10:30 a.m. – 11:15 a.m.

A302: Web Searching in 2004

11:30 a.m. – 12:15 p.m.

A303: Making Your Spider  
Outperform Google

2:00 p.m. – 2:45 p.m.

A304: Start Your Engines!

## TRACK B WEB CONTENT & TOOLS

DeAnza I

B301: Archiving the Web

B302: Managing Content on the Web

B303: Online Resources for GIS

B304: Lights, Camera—Get Digital

## TRACK C CM: STRATEGIES & APPLICATIONS

DeAnza III

C301: Evaluating Tools for  
Building Taxonomies

C302: Content Categorization Tools

C303: OpenURL &  
Integrating Content

C304: Dynamic Content, Interactive  
Forms, & Templating with  
ColdFusion

## TRACK D BEYOND INTERNET LIBRARIANS

DeAnza II

D301: High-Impact Computing

D302: Tuning into Customers

D303: Organizational Innovation

D304: Info Pro Opportunities  
Beyond the Library

3:15 p.m. – 4:00 p.m.

Steinbeck Forum

ENDNOTE—Life Expectancy of a Searcher: Morphing into New Roles

— Monterey Conference Center

— DoubleTree

— Marriott



## EXHIBIT HOURS

Monday, November 3 ..... 5:00 p.m. – 7:00 p.m.

Tuesday, November 4 ..... 9:45 a.m. – 5:00 p.m.

Wednesday, November 5 ..... 9:45 a.m. – 3:30 p.m.



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## New Web Standards

W1

**Saturday, 1:30 p.m. – 4:30 p.m.**

**Frank Cervone**, Assistant University Librarian for Information Technology, Northwestern University

This intensive half day workshop brings you up to speed with the new formats and terminology you need to know to implement digital library projects. It focuses on the practical applications of TEI, EAD, RDF, xHTML, Dublin Core, METS, MODS, and OAI. Find out what each standard is and isn't and how each relates to the larger digital library environment. Learn about XML markup, DTDs, schemas, namespaces, and stylesheets. Hear case studies and examples of how libraries are working together to build interoperable digital library collections. Obtain a good understanding of developing standards, especially XML, that are useful in creating digital libraries.

## The World of Web Assessment

W2

**Saturday, 1:30 p.m. – 4:30 p.m.**

**Kyle Felker**, Web Administrator, & **Jennifer Church**, Head, Media & Computer Services, University of Nevada, Las Vegas

This half day workshop discusses different methods for assessing Web sites. The goal is to help designers develop a user-centered approach toward Web site creation. Areas covered include:

- Applying the guidelines for designing Web pages to conducting heuristics tests
- Effective logfile analysis
- Developing card sort activities
- Basic principles of usability testing
- Understanding how to conduct user analysis (surveys & focus groups)
- Making the data useful

## Extreme Searching: Maximizing Your Web Searching Capabilities

W3

**Saturday, 1:30 p.m. – 4:30 p.m.**

**Ran Hock**, Principal, Online Strategies, & Author, The Extreme Searcher's Guide to Web Search Engines

Web search engines, Web directories, metasites, portals — all are useful tools for finding the right sites and answers efficiently and effectively. For any question though, one tool may be much more appropriate than another. Likewise, for the strategies that go along with the tools. Having a knowledge of the finer searching aspects of these tools and strategies each can be indispensable and provide

a unique search advantage. This workshop focuses on getting better searching results by understanding which tool to use when, and the relative strengths, weaknesses and applications of each category of tool. Each of the major search engines and directories are examined in the light of these factors. As for metasites, we'll see why this category of tool needs more recognition (especially for locating "invisible Web" sites) and how to easily locate the best metasites in any area. The emphasis of the workshop is on practical applications and techniques to more effectively and efficiently find the answers.

## Lies, Damned Lies, & the Internet: Dealing with Misinformation

W4

**Saturday, 1:30 p.m. – 4:30 p.m.**

**Mary-Ellen Mort**, Director, JobStar California Job Search Guide  
SUBSTITUTING FOR **Anne Mintz**, Director, Knowledge Management, Forbes, Inc.

Intentionally misleading or erroneous information on the Web can wreak havoc on your health, finances, business decisions, privacy, online purchases, legal affairs, and more. Internet users are finally becoming aware of the breadth and significance of this growing problem as some of the material on these sites makes its way into the mainstream media and thus onto commercial online news services such as Nexis and Factiva. Learn the evaluation criteria for Web sites and how to use these criteria to evaluate some specific sites. Understand about countermeasures to deal with erroneous information and where to go for help when confronting intentional misinformation. Attendees should have some familiarity with quality print and online sources.

## Writing Grants for Technology Projects

W5

**Saturday, 1:30 p.m. – 4:30 p.m.**

**Stephanie Gerding**, Director, Continuing Education & **Pam McKellar**, Technology Consultant, New Mexico State Library

This workshop is designed for those who are responsible for identifying grant sources and writing proposals for funding technology projects in their libraries. It covers: the importance of planning, identifying the needs your project will meet, sources for locating grants and proposal-writing resources, key components of a proposal, grant writing guidelines and tips. Participants will work on sample proposals and are encouraged to bring their own technology project ideas to the workshop for discussion and proposal development. Workshop leaders both have experience in the grant writing process and in reviewing and approving grants for non-profits and government agencies including the Bill and Melinda Gates Foundation.

## COMMUNITIES OF INTEREST

### Steinbeck Lobby in the Conference Center

**Sunday, November 2 • 4:30 p.m. – 5:30 p.m.**

Join your colleagues for informal discussions around five different topics listed below, and meet other attendees with similar interests. Grab a soda or drink before you head for some great networking, stimulating chats, and a chance to interact with some of the outstanding conference speakers and moderators. Topics include: Web Design, Development & Tools; Searching & Search Engines; E-Resources & Digital Libraries; Content Management; Blogging.

*A cash bar will be available. Open to all conference attendees.*

## Searchers Academy

W6

**Sunday, 9:00 a.m. – 4:30 p.m.**

**FULL DAY**

MODERATOR: **Mary Ellen Bates**, *Principal, Bates Information Service*

FACULTY: **Gary Price**, *Co-Author, The Invisible Web, Creator of ReferenceShelf.com*

**Chris Sherman**, *Co-Author, The Invisible Web, & Associate Editor, Search Engine Watch*

**Greg Notess**, *Creator of Search Engine Showdown*

**Mary Ellen Bates**, *Author, Super Searchers Cover the World & Super Searchers Do Business*

Want to sharpen your skills? Learn from the experts? Join search veterans, authors, and columnists from *Searcher*, *ONLINE*, and *EContent* magazines and the “Super Searcher” series of books to learn the latest strategies and techniques for searching online. This day-long event introduces you to the experts who share their searching secrets and expertise as they focus on the most current practices in the field. Participants should have basic experience with Web searching, but even searchers with extensive Internet background will find tips to polish and advance their skills. Academy topics include:

- Search Engine Mechanics—Pop the hood and look into the mechanics of all types of search engines with our search engine grease monkey.
- Searching the Invisible Web—How to find the hidden troves of deep information on the Web.
- Cool Search Tools: The best of the best Web resources.
- Choosing the Right Search Engine: When to use which engine and when to use the invisible Web, plus the value of advanced search features.
- Ask an Expert—An interactive discussion including favorite tips, target Web sources, and advanced techniques from the faculty and a chance to ask questions.

## Web Managers Academy

W7

**Sunday, 9:00 a.m. – 4:30 p.m.**

**FULL DAY**

MODERATOR: **Darlene Fichter**, *Data Library Coordinator, University of Saskatchewan & President, Northern Lights Internet Solutions Ltd.*

FACULTY: **Frank Cervone**, *Assistant University Librarian for Information Technology, Northwestern University*

**Peter Morville**, *President, Semantic Studios*

**Marshall Breeding**, *Library Technology Officer, Vanderbilt University*

**Jeff Wisniewski**, *Web Services Librarian, University of Pittsburgh*

Web development is challenging. A range of technical and management skills are required to develop a great Web site. No matter what type of library or information service you manage and support, this full-day workshop provides a good foundation in:

- How to develop or redesign a site.
- Key checkpoints in a Web project life cycle.
- How to develop a solid and sustainable site architecture.
- How to demystify Web site standards and jargon.
- Solid tips for creating usable Web designs.

This information-packed full-day seminar hits the high points of strategic and practical milestones in the planning process for Web development. Learn about new and popular tools and technologies

and examine Web architecture, design considerations, and usability. Look at the mechanics common to all Web sites, plus user testing, visual design, and cool new tools. Taught by experienced experts, this workshop is a good, 1-day crash course for Web development managers at all levels.

## Web Management Strategies [CANCELLED]

W8

**Sunday, 9:00 a.m. – 12:00 p.m.**

**Howard McQueen**, *CEO, McQueen Consulting*

This half-day workshop focuses on 10 strategies for driving the management of a business unit or enterprise (private or government sector) intranet, extranet and/or Internet. These 10 strategies have universal applicability to Web management and include a number of examples of best practices from both the federal government and private sector.

## Current Awareness Delivery Options

W9

**Sunday, 9:00 a.m. – 12:00 p.m.**

**Gary Price**, *Co-Author, The Invisible Web, Creator of ResourcesHelf.com*

**Genie Tyburski**, *Web Manager, The Virtual Chase, Ballard Spahr Andrews & Ingersoll, LLP*

Electronic current awareness services are critical for users of all types of libraries and information services. This practical half-day workshop provides an overview of the many options for delivering specialized current information. Nationally known experts Price & Tyburski examine current awareness needs and choices from start to finish, look at strategies, tools, and resources for gathering new information, and investigate delivery technologies. Learn about the pros and cons of initiating such services via e-mail and Web-based newsletters, Weblogs, k-logs, and RSS/XML news feeds. Get up to speed on the latest techniques and thinking on this crucial topic.

## Meaningful Measures: Defining & Doing

W10

**Sunday, 9:00 a.m. – 12:00 p.m.**

**Rebecca Jones**, *Dysart & Jones Associates*

**Susan E. Whitehead**, *Associate Director, Competitive & Technical Information (CTI), Genzyme Corp.*

Measures focus attention on what is being measured. Are you measuring what you want management to focus on? Is management's attention on your value? Or on your costs, or your activities? This course helps you to define what you want to measure and focus on and to develop a framework as well as implementation strategies for an effective measurement system.

## Make Learning Stick: Creating 5-Star User Centered Training & Instruction

W11

**Sunday, 9:00 a.m. – 12:00 p.m.**

**Michael Stephens**, *Librarian & Technology Trainer, St. Joseph Public Library & Blogger for Tame the Web*

**D. Scott Brandt**, *Professor & Technology Training Librarian, Purdue University & columnist for Computers in Libraries*

This update of the popular “Teaching the Internet in 60 Minutes” is taught by a dynamic duo representing both academic and public library backgrounds. It uses a building-block approach, emphasizing three methods to analyze and define user needs, a “sure fire”

## PRECONFERENCE WORKSHOPS—SUNDAY, NOVEMBER 2

test to ensure measurable outcomes & objectives, simplified task analysis for breaking learning down into steps, a toolbox of strategies to make learning fun and interesting, and two approaches to demonstrate and reinforce learning. All examples used in the workshop come from successful Internet-related modules taught in both academic and public library settings. With theory made practical, demonstrations of real-world training and instruction, and in-class practice using these techniques, this workshop is not for the weak of heart—it's energetic, fast-paced and highly interactive!

### Professional Web Authoring XHTML & CSS W12

**Sunday, 9:00 a.m. – 12:00 p.m.**

**Roy Tennant**, *Web and Services Design Manager, eScholarship Initiative, California Digital Library*

This half-day workshop looks at the next logical step for Web-savvy folks on their journey to using XML. It provides a thorough grounding in XHTML tagging practices and Cascading Style Sheets (CSS) so that attendees can immediately gain the advantages of separating structure from format, while providing a foundation for using XML in the future. The workshop is filled with examples, practical tips, and resources for launching you on your way to the future of the Web with a minimum of effort.

### Web Team Best Practices [CANCELLED] W13

**Sunday, 1:30 p.m. – 4:30 p.m.**

**Howard McQueen**, *CEO, McQueen Consulting*

In this interactive half-day workshop, the instructor sums up his experience working with Web teams over the last 8 years. Using real-world examples, he identifies six key challenges facing Web teams. He explores successful approaches to these challenges and engages the audience in a lively give and take on their successes and lessons learned.

### RSS/Blogging 101 W14

**Sunday, 1:30 p.m. – 4:30 p.m.**

**Steven M. Cohen**, *Assistant Librarian, Rivkin Radler, LLP*  
**Jenny Levine**, *Internet Development Specialist, Suburban Library System*

Weblogs have exceeded all expectations for use in the library world, and RSS is sure to do the same. In this hands-on session, users not only learn the ins and outs of using Weblog software (i.e., Blogger, Radio, and Movable Type) and how to read RSS feeds via a news aggregator (i.e., Radio, Newzcrawler, and Syndirella), but have the opportunity to actually work with these products discussed! The instructors discuss how to set up a blog, review the positive and negative aspects of each blogging tool, and how to set up and use news aggregators in the easiest way possible. Please come with your questions and excitement as you get "Bloggified" and "RSSified"!!!!

### Strategy, Architecture and the Future of Libraries W15

**Sunday, 1:30 p.m. – 4:30 p.m.**

**Peter Morville**, *President, Semantic Studios*

We can't predict the future, but we can make better decisions today by engaging in strategic conversations that embrace the big here and the long now. In this highly interactive workshop, Peter Morville explains how lessons from business strategy and building architecture can inform the practice of librarianship, the design of Web sites, and the creation of agile organizations. We'll take a close look at the latest research, trends, and technologies shaping libraries, information management, and the user experience. And we'll engage in a scenario-planning exercise which draws upon the collective experience and insight of the workshop participants

### New and Old: Finding the Latest News and Archived Web Pages W16

**Sunday, 1:30 p.m. – 4:30 p.m.**

**Greg Notess**, *Creator, Search Engine Showdown*

Efficient Web searching requires knowledge of both search engines and a variety of specialized sources. Two limitations of the general Web search engines are the lag time in getting recent information indexed and their inability to find pages as they used to appear. Fortunately, there are other tools and techniques for finding both the new and the old. Explore news search engines that cover traditional media, blogs, and RSS as well as the variety of tools and tricks for finding vanished Web pages using the Internet Archive or other tools.

### Practical XML & XSLT W17

**Sunday, 1:30 p.m. – 4:30 p.m.**

**Roy Tennant**, *Web and Services Design Manager, eScholarship Initiative, California Digital Library*

This workshop turns up the heat on XML for those who are beyond an introduction and ready to learn how to do useful work with XML. Learn the basics about XSLT, the XML transformation engine, and how you can use it today to serve up XML-encoded information to standard Web clients in XHTML and CSS. You will learn about free software available to do these transformations, see demos of live applications, and come away with an understanding of the power and utility of XML and XSLT. This instructive half-day workshop illustrates the tools and techniques necessary to take advantage of XML in the library world.

### Optimizing Web Sites for Search Engines [CANCELLED] W18

**Sunday, 1:30 p.m. – 4:30 p.m.**

**Chris Sherman**, *Searchwise Inc.*

Your library has a terrific Web site, yet it doesn't seem to get much traffic. Why not? With more than 8 billion Web pages, it's not enough simply to put your site on the Web and hope searchers will beat a path to your virtual door. It's crucial to apply search engine optimization (SEO) techniques to assure that your content has a fighting chance of being found. This workshop introduces the basics of SEO, clearly delineating the differences between legitimate, ethical techniques and the shady tactics used by spammers to trick the engines. For those with limited time or budget, paid placement and paid inclusion programs are covered, as well as tips for selecting a SEO firm if you'd rather outsource the job to professionals.

## NEW ACTIVITIES

### Steinbeck Forum & Lobby

**Sunday, November 2nd**

**4:30 p.m. – 5:30 p.m.**—Communities of Interest Networking

**5:30 p.m. – 6:30 p.m.**—Strategic Briefing on Content Integration

SUNDAY, NOVEMBER 2

Bonsai III

### School Libraries and User Electronic Information-Literacy Behaviors

S101

9:00 a.m. – 9:45 a.m.

*Stephen Abram, VP Corporate Development, Micromedia ProQuest*

So what do we need to know about our emerging clients? Are they different than us? Yes, says global trend watcher Abram. What are the trends in the school world of kids? Are their electronic gaming skills transferring to the research world? Can their whole range of learning styles supported with a greater range of interfaces and content? Where does the book play in this environment? Come and hear some potential strategies for dealing with these kids and preparing them for their future—not our past!

### Students at the Center: Expanding Their World Through Online Exchanges

S102

10:00 a.m. – 10:45 a.m.

*DeeAnne Kimmel, Media Specialist, Woodland Elementary School, Greer South Carolina*

How do you prepare students for the global community of the 21st century? Online exchanges foster student interaction while sharpening technology skills and meeting state standards for reading and writing. Journey with South Carolinian DeeAnne Kimmel as she relives experiences ranging from animal studies for first graders with "Odessa Otter" in California, to Alaska and the Iditarod with third graders on the Ute Reservation in Colorado and shared online poetry among fifth, sixth and twelfth graders. Discover the nuts and bolts of an effective online exchange, including how to design and implement one so that you too can rejoice with students finding their inner voices online.

### Coffee Break

10:45 a.m. – 11:15 a.m.

### Attracting Visitors to Your Electronic Library

S103

11:15 a.m. – 12:00 p.m.

*Sheila Chatterjee & Kathy Clark, Librarians, The Harker School*

You've made dozens of databases available to faculty and students. Your online catalog contains thousands of entries and the Web page has been redesigned. The 21st century school library is ready to reel students and faculty in. This case study outlines The Harker School library's efforts to promote its state of the art electronic resources and, in the process, increase collaboration opportunities.

### INTERNET@SCHOOLS ATTENDEE LUNCHEON Raising Student Performance

12:00 p.m. – 1:30 p.m.

MODERATOR: *Susan Geiger, Moreau Catholic High School*

SPEAKER: *Allen Paschal, President, Gale*

Anyone even peripherally associated with K12 knows it's a time of great expectations, but limited resources. However, librarians have an opportunity to help raise student performance by leveraging the resources they currently purchase. Allen Paschal discusses how school media specialists and teachers can use e-solutions to raise student achievement and increase the library's role in the learning environment.

### Using Video Streaming to Enhance Instruction

S104

1:30 p.m. – 2:15 p.m.

*Jan Ross, Dixie Elementary Magnet School, Lexington, KY*

Librarians and teachers know that students learn in diverse and compete daily with a variety of electronic media to capture the attention of students and also to help them learn. One of the ways teachers know they can capture that attention is with educational videos. Dixie Elementary has been a pilot school for United Streaming and has found video streaming to be a very effective tool for instructional use. Learn about the possibilities for using streaming in a variety of ways with students and well as lesson plans to be implemented immediately.

### Innovative Initiatives for K-12 Internet Librarians

S105

2:30 p.m. – 3:00 p.m.

*Deb Bonanno, Vice President, Publishing, Pearson Digital Learning*

Highlighting existing innovative initiatives in K-12 environments, this session provides ideas and suggestions for use in your environment.

### Coffee Break

3:00 p.m. – 3:30 p.m.

### Applying What We Know

S106

3:30 p.m. – 4:30 p.m.

This interactive roundtable discussion of panel and audience shares proven implementations, tips, and techniques for using the Internet to enable and expand your K-12 programs.

## SUNDAY NIGHT SESSION

Steinbeck Forum in the Conference Center

### Strategic Briefing: Content Integration Practices

5:30 p.m. – 6:30 p.m.

*Mary Lee Kennedy, Director, Knowledge Network Group, Microsoft Corporation*

Technology has caught up with the demand to put content into context. It may not be leading yet to a 100% satisfaction rate but there are increasingly new ways to put content where decisions are made and work gets done. Office 2003 provides new functionality that supports this development. Come and hear how Microsoft is taking advantage of Office 2003 and other technologies internally and explore the ways you can do the same for your organizations.



Moderated by *Susan Geiger, Librarian, Moreau Catholic High School.*

Sponsored by



This conference within a conference brings together a series of programs designed to address the practical concerns of librarians and school media specialists who are using the Net to improve learning in the K-12 system. Sponsored by *MultiMedia Schools*, Gale, & Pearson Digital Learning, this 2-day event requires separate registration and may be bundled with registration for Internet Librarian 2003 at a reduced rate. See registration page for details.

**MONDAY, NOVEMBER 3**

Bonsai III

### OPENING KEYNOTE

#### San Carlos Ballroom

#### Net of the Future

9:00 a.m. – 10:00 a.m.

*Zarella Rendon, Managing Director, XML-Factor*

Are you wondering what “the semantic Web” is all about? Have you heard of Internet 2? Are you struggling with which metadata standard to use for electronic documents? Our speaker provides unique insight into the various electronic document initiatives. She is a member of the W3C XSL Working Group and OASIS, the non-profit global consortium which is driving the development, convergence and adoption of electronic document and e-business standards. She focuses on the current initiatives both at the W3C and OASIS, as well as the underlying standards that drive Internet content. She gives an overview of the future of the Internet and a brief description of the standards and recommendations affecting Web development and infrastructure and their impact for Internet librarians.

#### Detecting and Diagnosing Mouse-Click Plagiarism: Librarian Faculty Partnerships

S201

10:30 a.m. – 11:15 a.m.

*Connie Ury, Library Outreach Coordinator, & Lori Mardis, Information Librarian, Owens Library, Northwest Missouri State University*

Mouse-click plagiarism increases as Internet-based sources continue to alter the landscape of the information environment. Faculty is increasingly faced with the need to document and diagnose whether student work is original or plagiarized. Lack of student understanding of plagiarism and the depth of information now available in online formats provide a landscape in which teachers find themselves searching for students' sources, feeling like travelers without a compass or roadmap. Presenters share experiences partnering with faculty to document plagiarism, efforts to educate students about plagiarism, and online resources that enable faculty to become adept at locating plagiarized material.

#### Lessons Learned from the JSTOR Secondary Schools Pilot Project

S202

11:30 a.m. – 12:15 p.m.

*Ronica Bhattacharya, Assistant Director for Library Relations & Bruce Heterick, Director of Library Relations, Secondary School Outreach, JSTOR*

JSTOR, a not-for-profit organization, is responsible for an online archive of scholarly journals. Participants in the JSTOR Secondary

School Pilot Project (2000-2002), involving teachers and librarians from 16 schools around the country, share the learnings, look at the interesting usage data accrued, and the anecdotal feedback about how the resource was integrated into curriculum. Learn how to engage students in research and improve their learning of research literacy skills.

#### Lunch Break

12:15 – 1:45 p.m.

#### No More Cat and Mouse:

#### Teaching the Real Purpose of Citing Sources

S203

1:45 p.m. – 2:30 p.m.

*Debbie Abilock, Consultant*

*Lissa Crider, Librarian, Lick-Wilmerding High School*

What's really important when it comes to teaching about plagiarism? After all, science researchers, inventors, musicians, and knowledge workers are always referring to and building upon the work of others! Learn from a librarian and curriculum developer how to reframe the way you teach the citing of resources so students understand the public good and contribute to our democracy's “common-wealth.” [Design projects to discourage plagiarism.] Learn about the newest tools to help students cite correctly and why it's not “cheating” for students to use interactive Internet tools to help with their citations.

#### Networking Break

2:30 p.m. – 3:15 p.m.

#### Free Educator Web Sites:

#### Visible and Invisible

S204 & S205

3:15 p.m. – 5:00 p.m.

*Deborah Hunt, Senior Information Specialist, Exploratorium*

*Gary Price, Co-Author, The Invisible Web*

School librarians, teachers and the students they serve are bombarded with educational Web sites and resources that can be overwhelming. Join this dynamic duo as they explore some visible and invisible educator resources that are free and jam packed with reliable information. Take back valuable information to your schools and districts—share and teach all these great resources.

#### Grand Opening Reception

5:00 p.m. – 7:00 p.m.

## OPENING KEYNOTE

## San Carlos Ballroom

## Net of the Future

9:00 a.m. – 10:00 a.m.

*Zarella Rendon, Managing Director, XML-Factor*

Are you wondering what “the semantic Web” is all about? Have you heard of Internet 2? Are you struggling with which metadata standard to use for electronic documents? Our speaker provides unique insight into the various electronic document initiatives. She is a member of the W3C XSL Working Group and OASIS, the non-profit global consortium which is driving the development, convergence and adoption of electronic document and e-business standards. She focuses on the current initiatives both at the W3C and OASIS, as well as the underlying standards that drive Internet content. She gives an overview of the future of the Internet and a brief description of the standards and recommendations affecting Web development and infrastructure and their impact for Internet librarians.

## Coffee Break

10:00 a.m. – 10:30 a.m.

NAVIGATING & SEARCHING  
TRACK A

## Steinbeck Forum

One of the core capabilities of information professionals—navigating and searching—is front and center at Internet Librarian 2003. Hear the latest ideas, tips, and techniques for you and your clients.

Moderated by *Marydee Ojala, Editor, ONLINE*

## Ambient Findability

A101

10:30 a.m. – 11:15 a.m.

*Peter Morville, President, Semantic Studios*

Intelligence is moving to the edges, flowing through networked computers, wireless devices, empowered users, and distributed teams. Morville searches for answers in the strange connections between social software, human psychology, convergent architecture, smart mobs, reputation economies, learning organizations, nanotechnology and literacy. He explains why the Web’s worst usability problem is people not finding what they need and explores some of today’s most promising solutions.

## Why Google Won

A102

11:30 a.m. – 12:15 p.m.

*Rich Wiggins, Senior Information Technologist, Michigan State University*

This session explores how Google’s unwavering devotion to a simple vision has taken it from an upstart in 1998 to the overwhelmingly dominant Web search engine on the planet.

## Lunch Break

12:15 p.m. – 2:00 p.m.

## 30 Search Tips in 40 Minutes

A103

2:00 p.m. – 2:45 p.m.

*Mary Ellen Bates, Bates Information Services*

Want to turbo charge your Web research? This session is jam-packed with valuable tips about how to search the Web more effectively. You don’t need to be an expert to use these techniques, but even long-time researchers will learn some new tricks!

## Coffee Break

2:45 p.m. – 3:15 p.m.

A Google Gambol:  
Advanced Tricks and Techniques

A104

3:15 p.m. – 4:00 p.m.

*Greg Notess, Creator, Search Engine Showdown & Reference Librarian, Montana State University*

Beyond the basics of Google, play around with advanced tips and techniques that can help searchers plumb the depths of Google’s databases and find additional resources.

Initiating Your Search with  
Personalizable Portals

A105

4:15 p.m. – 5:00 p.m.

*Ran Hock, Principal, Online Strategies, & Author, The Extreme Searcher’s Guide to Web Search Engines*

Are you starting on the right page? For the information you need everyday there is no better way to easily get it than by personalizing one of the general portals and making that page your “start page.” This session looks at a selection of the major general portals (My Yahoo, My Netscape, MY MSN, and some new ones) compares them, and examines the literally hundreds of personalization choices they make available.

WEB DESIGN AND DEVELOPMENT:  
TOOLS, STANDARDS, AND PROCESSES  
TRACK B

## DeAnza I

Library users are getting smarter, faster, and better at using the Web. Library Webmasters are keeping pace by harnessing the latest tools and Web standards from XML, SOAP, RSS, Web services, Open Source applications, and portal toolkits to develop sophisticated Web sites. Join our speakers as they share their thought-provoking ideas, experiences, best practices, and tools to help make your job as a Web developer easier.

Organized and moderated by *Darlene Fichter, University of Saskatchewan*

Cool Tools Update, Part 1:  
Client and Web-Based Tools

B101

10:30 a.m. – 11:15 a.m.

*Darlene Fichter, Data Librarian, University of Saskatchewan, & President, Northern Lights Internet Solutions Ltd.*

Fichter brings more great tools to make Web development easier and library Web sites better. She provides a whirlwind tour of tools

## GENERAL CONFERENCE—MONDAY, NOVEMBER 3

to create graphics and buttons, easy-to-use subject directories, quizzes, nifty usage reports and surveys, plug-and-play “free” content, and more! Pack your toolbox with inexpensive (or free) Web tools to put to use when you return.

### Cool Tools Update, Part 2: The Server Side Applications and Products

B102

11:30 a.m. – 12:15 p.m.

**Frank Cervone**, Assistant University Librarian for Information Technology, Northwestern University

Hop on board and look at some great server-side tools that can make a Webmaster's life simpler. What new open-source or low-cost tools could be used on your library Web site? Come to this action-packed session and learn what's new, useful, and critical for having an outstanding Web site.

### Lunch Break

12:15 p.m. – 2:00 p.m.

### Dreamweaver Update: 30 Tips in 40 Minutes

B103

2:00 p.m. – 2:45 p.m.

**Jillian Carroll**, Sr. Systems Analyst, Northern Lights Internet Solutions Ltd.  
**Jeff Wisniewski**, Web Services Librarian, University of Pittsburgh

Check out our experts as they show off tips and tricks to maximize your use of Dreamweaver. Get the fast track on Dreamweaver MX and explore what this new product has to offer library Webmasters. Find out about creating dynamic Web sites, building pages faster, setting up templates, and more. See if you can keep up!

### Coffee Break

2:45 p.m. – 3:15 p.m.

### Usability Testing: Straight from the User's Mouth

B104

3:15 p.m. – 4:00 p.m.

**Leo Robert Klein**, Web Consultant  
**Beth Thomsett-Scott**, Librarian, University of North Texas

User-centered design (UCD)—both an approach and a set of techniques—is an increasingly popular way to develop online material. Leo Klein discusses how UCD was employed in the redesign of the library Web site at Baruch College, CUNY, and how techniques such as card-sorting, wire-framing, rapid iterative design, personas, and usability can be used for a multitude of projects. Beth Thomsett-Scott shares some experiences from two “real-life” Web site usability studies. Pick up tips and tricks carrying-out a Web usability study.

### Web Wizards' Roundtable: Redesigns on a Shoestring

B105

4:15 p.m. – 5:00 p.m.

**Frank Cervone**, Assist. University Librarian for IT, Northwestern University  
**Greg Notess**, Reference Librarian, Montana State University-Bozeman Library & Creator of Search Engine Showdown  
**Marshall Breeding**, Library Technology Officer, Vanderbilt University

Top Webmasters lead off the discussion by sharing 2 or 3 tips and secrets for redesigning library Websites—from getting buy-in for redesign, to changing tools, using stylesheets, and more. Come prepared to ask questions and join the discussion.

## E-RESOURCES & DIGITAL LIBRARIES TRACK C

### DeAnza III

Building digital libraries and managing e-resources are challenging when technology, the publishing industry, and information suppliers are constantly changing. Join us for some innovative ideas for building your online collection.

Organized and moderated by **Stephen Abram**, Micromedia ProQuest

### E-Books: The Third Generation

C101

10:30 a.m. – 11:15 a.m.

**MODERATOR: Donald T. Hawkins**, Information Today, Inc.

**SPEAKERS: Cindy Hill**, Manager, SunLibrary and HR Knowledge Management, Sun Microsystems, Inc., & **Dennis Dillon**, Assistant Director, The General Libraries

E-books have traveled a rough road and are now entering their third generation. From hand-held reading devices through a major shakeout to a sustainable market, e-books have survived and are now poised to move forward as significant electronic publishing resources in the Internet librarian's arsenal. Come to this session and hear leaders from an academic and a corporate library describe their e-book programs and the lessons they have learned along the way. The University of Texas library, a very early e-book adopter, now has an extensive collection available to its users. Dennis Dillon will discuss the experiences. Cindy Hill will tell us what the Sun Microsystems library survey discovered about e-book users.

### Building a Library with Free Web Resources

C102

11:30 a.m. – 12:15 p.m.

**Nicholas Tomaiuolo**, Associate Librarian, Central Connecticut State University, & Author, *The Web Library*

The existence of prominent subscription Web sites (e.g., The Wall Street Journal) and popular pay-per-view databases (e.g., Ingenta) together with the discontinuation of valuable open access indexing resources (e.g., Northern Light) and government sponsored indexing/full-text (e.g., PubSCIENCE), seems to indicate that free content is transitory. Yet the apparent instability of many free Web sites that offer reliable content to librarians and their patrons is often offset by the emergence of new resources and the relative durability of others. The Web's mutability has positive as well as negative implications for librarians and library users. This session analyzes a cross-section of Web sites presenting free content of high usability for library patrons, including noteworthy newcomers.

### Lunch Break

12:15 p.m. – 2:00 p.m.

### New-Age Navigation: Innovative E-Journal Interfaces

C103

2:00 p.m. – 2:45 p.m.

**Gerry McKiernan**, Associate Professor, Science & Technology Librarian & Bibliographer, Iowa State University Library

While it is typical for electronic journals to offer conventional search features similar to those provided by electronic databases, a select number have also made available higher-level access options. This session reviews several novel technologies and implementations that creatively exploit the inherent potential of

the digital environment to further facilitate use of e-collections, speculating on the functionalities of next-generation e-journal interfaces that are likely to emerge in the near future.

### Coffee Break

2:45 p.m. – 3:15 p.m.

### Cool Tools for Librarians and Information Managers as Digital Publishers

C104

3:15 p.m. – 4:00 p.m.

**MODERATOR:** *Gail Dykstra, Dykstra Research*

**SPEAKERS:** *Tracey Friesen, Manager of Information Services, ANSI*

*Marcia Olmsted, Senior Product Planner, Content*

*Development & Delivery Group, Microsoft Corporation*

*Catherine Candee, Director of Scholarly Initiatives, California Digital Library*

What are some cool tools you can use to publish digital content to an institution's intranets or to its external users? How can technology tools, people and processes enable publishing for libraries and information services? How can commercial products be scaled to make them affordable and usable within information services? Tracey Friesen of ANSI focuses on a low-cost PDF publishing program that must meet the requirements of numerous vendors, suppliers, and customers. Marcia Olmsted shares experiences about how Microsoft combines tools and best practices to publish content from hundreds of authoring groups to the 3rd largest Web site in the world. Catherine Candee, of the California Digital Library, highlights some new and cool technology tools for publishing that scale from small-budget operations to large publishing functions.

### Power Tools for Digital Libraries

C105

4:15 p.m. – 5:00 p.m.

*Lillian Gassie, Head, Technical Services & Systems, &*

*Shannon Robalino, Digital Library Assistant, Naval Postgraduate School*

*Daniel Mack, Humanities Librarian, &*

*Ashley Robinson, Gateway Librarian, Penn State University Libraries*

How does one quickly create a digital repository with limited resources, offer features like Web-based administration, resource editing, and searching while meeting current digital library standards like OAI-PMH, Dublin Core, and RSS? Gassie discusses the challenges of creating a digital library to support a new homeland security curriculum and the tools used. The second presentation describes a collaborative digital outreach program for student athletes and the digital tools used to create a new community of learners.

### COOL TOOLS FOR HEALTH TRACK D

#### DeAnza II

Everyone needs health information sometime, whether for a client, a family member, or themselves. This track, sponsored by the Medical Library Association and focusing on various aspects of health information and practices, is not just for medical librarians! Organized and moderated by *Micki McIntyre, UMDNJ HealthyNJ Librarian*

### Internet Health Is Everywhere: A Portrait of America's E-Patients

D101

10:30 a.m. – 11:15 a.m.

*Lee Rainie, Director, Pew Internet & American Life Project*

Interest in online health resources went from 50 million Internet

users in 2000 to 73 million in 2002. This session highlights results of a recent survey in which 80 percent of adult Internet users (about 94 million people over the age of 18) say they have researched at least one of 15 specific health topics. In addition, while one in four e-mail users has exchanged health-related e-mail with friends or family, the survey reports that just 7 percent have exchanged e-mail with a doctor—a top item on e-patients' wish lists, along with free access to medical journals and better search tools.

### Public Health Emergencies

D102

11:30 a.m. – 12:15 p.m.

*Sandra Kendall, Mt. Sinai Medical Center*

*Kay Crandall, Oklahoma City National Memorial Institute for the Prevention of Terrorism*

*Donna Scheeder, Congressional Research Service, Library of Congress*

Finding emergency information during a crisis is tricky, when communication lines are busy, stress levels are high, and there is no time to think. Finding and disseminating the best and latest information can also be a challenge. Come see how folks have done it in Toronto, Oklahoma City, and Washington, D.C., as well as the tools they have used, and the strategies for being part of an emergency team.

### Lunch Break

12:15 p.m. – 2:00 p.m.

### Health Information on the Internet

D103 & D104

2:00 p.m. – 2:45 p.m.

3:15 p.m. – 4:00 p.m.

*Jo-Ann Benedetti, Consumer Health Librarian, Crandall Public Library*

*Micki McIntyre, UMDNJ HealthyNJ Librarian*

*Elisabeth Jacobsen, Trinitas Hospital*

Jo-Anne Benedetti provides a generous review of quality consumer health Web sites, as well as hints on critiquing health information and listings of multicultural and multilingual sites. Micki McIntyre focuses on alternative medicine information, how to discriminate between the empty promises and the real thing, and how to locate the quality information from the best sources. Elisabeth Jacobsen tackles touchy bioethical issues such as cloning, stem-cell research, and fetal testing and provides strategies for telling the biased from the unbiased with the best sites for quality information.

### PDA/Wireless/Tablet Technologies: Experiences, Tips, Next Steps

D105

4:15 p.m. – 5:00 p.m.

*Denise Watkins, Trainer, Education and Support, Information Management, GlaxoSmithKline Pharmaceuticals R&D*

*Sandra Kendall, Mt. Sinai Medical Center*

PDAs have quickly been adopted in the medical community to provide quick drug reference & common medical texts, track patients, and perform medical calculations, and more. This session discusses possible services for the library; reviews PDA case studies and provides valuable information on free and low cost software designed to capture and view Web pages and other files on Palm OS and Pocket PC handhelds.



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## KEYNOTE & AIIP TECH AWARD San Carlos Ballroom

### Top Tech Trends for Internet Librarians

9:00 a.m. – 9:45 a.m.

*Elizabeth Lane Lawley, Rochester Institute of Technology; Rich Wiggins, Michigan State University; Stephen Abram, Micromedia ProQuest*  
Our technology experts provide some insights into areas that Internet Librarians need to watch as the future unfolds. Come and hear about themes you have never heard about before and start to consider their impact on your environment and your services.

### Networking Break—A Chance to Visit the Exhibits

9:45 a.m. – 10:30 a.m.

## INFORMATION & KNOWLEDGE EXCHANGE: BLOGGING TRACK A Steinbeck Forum

Blogs are a gold mine for “emergent information” on the Web. Libraries and librarians have started to mine this information, using the technology for communication exchange. This track focuses on the technology, the applications, and leading-edge strategies for utilizing the new Web to improve information services and knowledge exchange.

Moderated by *Donna Scheeder, Library of Congress*

### The Blogging Explosion—Libraries & Weblogs **A201**

10:30 a.m. – 11:15 a.m.

*Darlene Fichter, Data Services Librarian, University of Saskatchewan*

This session discusses the state of the art of blogging: how blogs can produce instant content for your Web site, market libraries and library services, and provide technology for knowledge exchange within your own organization. It covers different types of blogs, popular free and low-cost blogging services, as well as new software packages for blogging. Our expert highlights new blog features and add-ons for creating dynamic resource sites.

### Blogging for Productivity & Knowledge Exchange **A202**

11:30 a.m. – 12:15 p.m.

*Marylaine Block, Writer & Internet Librarian*

*Sabrina Pacifici, Law librarian, Web site editor/publisher, LLRX.com*

*Frank Cervone, Assistant University Librarian for Information Technology, Northwestern University*

This panel of bloggers highlights different applications of Weblogs—from current awareness, to knowledge transfer, to library administrative communication tools. Their experiences should provide insights on how to use this technology in your environment.

### Lunch Break

12:15 p.m. – 2:00 p.m.

### Increasing Information & Knowledge Exchange with RSS **A203**

2:00 p.m. – 2:45 p.m.

*Steven M. Cohen, Assistant Librarian, Rivkin Radler, LLP*

*Jenny Levine, Internet Development Specialist, Suburban Library System*

Rich site summary (RSS) is a form of XML used to syndicate content from thousands of Web sites into an aggregated news feed. RSS

feeds have begun to attract the attention of those in the content delivery and management fields. Content from numerous sites can be delivered to one place (an aggregator), eliminating the need to visit these sites throughout the day. This session covers how to get started in the world of RSS feeds, including a review of the major players in the field, resources to help locate feeds, and what the future will hold for RSS, as well as providing practical advice on how to utilize feeds.

### Coffee Break

2:45 p.m. – 3:15 p.m.

### Harvesting Blogs for Emergent Information **A204**

3:15 p.m. – 4:00 p.m.

*Greg Notess, Creator, Search Engine Showdown & Reference Librarian, Montana State University*

The wealth of information and content contained in blogs is incredible, but it can be a chore to separate it out from rants, duplicates, and irrelevant content. This session highlights strategies and tools for identifying and harvesting high-quality emergent information and content from blogs.

### Beyond Blogging **A205**

4:15 p.m. – 5:00 p.m.

*Elizabeth Lane Lawley, Asst. Professor, Rochester Institute of Technology*

This session goes beyond what's happening in the world of blogging today and looks at what's on the horizon in terms of publishing and communications. It considers the impact of blogs, wikis, and other related technologies on info pros and their clients and how they might be integrated into work in the future.

## WEB OPS TRACK B DeAnza I

Focused on Web operations, this track looks at different ways to make the Web secure, usable, and more customer-friendly. Many examples of tips and tools to make Web-based platforms and products more effective are provided.

Moderated by *Richard Hulser, Richard P. Hulser Consulting*

### Network Security: What You Need to Know **B201**

10:30 a.m. – 11:15 a.m.

*Frank Cervone, Assistant University Librarian for Information Technology, Northwestern University*

What is it that actually happens when a network is attacked? With the large investment that libraries have in electronic resources, it is important that librarians understand the threats, vulnerabilities, and legal

## GENERAL CONFERENCE—TUESDAY, NOVEMBER 4

issues related to computer hacking and network attacks. This session discusses why the vulnerabilities in a network are so dynamic, what kinds of computer hacks there are, how to evaluate software and hardware protection, and how to identify sources of potential exposure and develop a plan to keep your library's resources safe.

### Visual Interfaces for Users of Digital Texts B202

11:30 a.m. – 12:15 p.m.

*Donald Beagle, Director of Library Services, Belmont Abbey College*

Can libraries out-Google Google? Should they even try? The configuration of current-generation OPAC's tends to reinforce a preference for keyword searching, while marginalizing classification. This talk uses examples to discuss how classification visualization can offer novice searchers enriched entry vocabularies and an expanded range of re-entry strategies. The use of visualization to present LCC and DDC structures as "perspective hierarchies" and how keyword-in-caption searching of LCC subclasses offer fresh approaches. The technique may also be generalized into a construct called "c-space" with potential applications for future use of the semantic Web.

### Lunch Break

12:15 p.m. – 2:00 p.m.

### Humanizing the Web: Support Tools B203

2:00 p.m. – 2:45 p.m.

*Laura Probst, Head of Public Services, Paula Contreras, Reference Librarian, & Linda Klimczyk, Information Center Consultant, Pennsylvania State University*

The expansion of Web-based library services, particularly synchronous and asynchronous reference, requires both staffing and technology infrastructure. This session looks at tools for supporting users, enabling their independent use of the library and providing point-of-need assistance. Examples in moving from local development to commercial software (LSSI RefTracker), an analysis of usage, demographic, and content data collected over a 2-year implementation period, and an examination of software functionality and requirements for future development are provided.

### Coffee Break

2:45 p.m. – 3:15 p.m.

### Wacky World of Gadgets B204

3:15 p.m. – 4:00 p.m.

*Barbara Fullerton, Manager of Library Services, Locke Liddell & Sapp, & Brian Neale, IT Manager*

This session is an introduction to new gadgets for work and home, providing knowledge about new wireless applications, what technology is being developed, and what technology is obsolete. View new technology for printers, pocket PCs, Tablet PCs, palm-pilots, e-readers, cell phones, digital cameras, camera phones, software, etc.

### Bright Ideas for the Web B205

4:15 p.m. – 5:00 p.m.

*Darlene Fichter, Data Services Librarian, University of Saskatchewan Library*

*Marshall Breeding, Library Technology Officer, Vanderbilt University*

These Webmasters looks at how libraries are utilizing XML content from Google, Amazon, and other sites to create new services. The session covers the toolkits and free programs available to integrate

content, touring some applications on library and other sites. Come learn about some cool cut and paste, easy to implement applications and services.

## E-LEARNING TRACK C

DeAnza III

This exciting track is set around the theme of designing and developing e-learning from start to finish. It starts with outcomes of what e-learning can provide to get you thinking about where you want to go. Next, curriculum, especially competencies and challenges centered on information skills and literacy, is discussed. The e-learning environment—two views on how delivery affects, and is affected by, online technologies—is examined. Specific tools used to make e-learning happen and case studies of e-learning projects and programs are provided.

*Organized & moderated by D. Scott Brandt, Technology Training Librarian, Purdue University Libraries*

### Outcomes: Adventures in E-Learning C201

10:30 a.m. – 11:15 a.m.

*Karen Wilber, Continuing Education Coordinator, Tampa Bay Library Consortium*

*Gail Griffith, Deputy Director, Carroll County (MD) Public Library*

Two slightly different perspectives on the same topic—planning, finding, administering and evaluating e-learning—are featured. Discussion includes how Web-based training meets (and doesn't) student needs; different ways to administer and evaluate the success of the program; ensuring access points and technical support for learners; using blended learning techniques to address a variety of learning styles, and supporting personal responsibility for learning and teaching.

### Curriculum: Competencies and Challenges C202

11:30 a.m. – 12:15 p.m.

*Lynn Lampert, Coordinator of Information Literacy, California State University Northridge*

*Elisabeth Leonard, Reference Librarian/Business and Economics Bibliographer, Wake Forest University*

*Richard Eissinger, Instruction Librarian, & John Eye, Web Librarian, Southern Utah University*

This session looks at aspects of building and implementing curricula in an information-literacy context. How to integrate Internet competencies into user training is examined, as well as the challenges of designing an online course to teach information literacy as a general education course.

### Lunch Break

12:15 p.m. – 2:00 p.m.

### Environment: Impacts and Objects C203

2:00 p.m. – 2:45 p.m.

*Owen Hall Jr., Professor, Decision Systems, Pepperdine University*

*Lori Mardis, Information Librarian, & Connie Ury, Library Outreach Coordinator, Owens Library, Northwest Missouri State University*

This session looks at the environment in which e-learning takes place. Two interesting aspects are examined: How does search engine technology impact distance learning? How can e-learning content be captured and shared as learning objects?

**Coffee Break**

2:45 p.m. – 3:15 p.m.

**Tools: Designing and Developing**

3:15 p.m. – 4:00 p.m.

**Richard Brhel**, Director, Library Resource Center, Myers University  
**Kenneth Burhanna**, Instructional Design Librarian, Cleveland State University Library

This session looks at tools — using them to create e-learning, and integrating them into an e-learning application. A DIY application using full-motion screen capture to design and develop e-learning is the focus of this session.

C204

**Case Studies: Context and History**

4:15 p.m. – 5:00 p.m.

**Sharon Tang & Kjrsten Andersen**, Senior Channel Editors, Microsoft Corporation

**Deborah Murphy**, Instruction Librarian; **Ann Hubble**, Electronic Resources Librarian; **Christy Hightower**, Engineering Librarian; **Ken Lyons**, Reference Librarian, & **Christy Caldwell**, Instruction Librarian, University of California, Santa Cruz, McHenry Library

Join us for great storytelling describing what really goes on, what works, what doesn't, and what's to come. This session peeks inside the halls of Microsoft to look at how the effectiveness of a dynamic training program is measured. The session also looks at how changes in the nature of library research and technologies over the past 6 years have led NetTrail to refocus instruction using a more holistic approach to information-literacy skills.

C205

TOOLS & PRACTICES FOR  
 INFORMATION PROFESSIONALS  
 TRACK D

**DeAnza II**

Sponsored by the **Special Libraries Association**, this series of sessions focuses on issues and practices of particular concern to information professionals with specialized collections and/or operating in specialized organizations.

Moderated by SLA president, **Cindy Hill**, Manager, SunLibrary, Sun Microsystems

**Beyond Power Searching: E-Books, E-Journals, & One-Stop Infoshopping**

D201

10:30 a.m. – 11:15 a.m.

**Susan Braun**, Electronic Resources Librarian, The Aerospace Corporation

After bringing a number of electronic information sources to the desktops of the Aerospace Corporation staff and "teaching them to fish," the next logical step was tackling full-text e-journals and e-books. This case study discusses the selection and introduction of e-journals and e-books as well as the redesign of the library's Web site and introduction of "Journal Central" in a major expansion of the library's virtual information services.

**Centers of Excellence: Using Business Strategies**

D202

11:30 a.m. – 12:15 p.m.

**Cindy Romaine**, Design Library, Nike

Branding, metrics, and performance excellence are not the traditional language in many libraries, but the libraries of today and certainly of tomorrow need innovative thinking, solid strategies, organizational models, and management practices to succeed. This session focuses on the strategies used by SLA Business & Finance Division Center of Excellence Award Winner, Nike Design Library.

**Lunch Break**

12:15 p.m. – 2:00 p.m.

**Competitive Intelligence Resources: Staying One Step Ahead in Your Research**

D203

2:00 p.m. – 2:45 p.m.

**Sabrina Pacifici**, Law Librarian, Web Site Editor/Publisher, LLRX.com

Locating and analyzing reliable, comprehensive corporate information on the Web is an increasingly challenging task, as such resources transition to fee-based environments. Learn how to leverage a range of services, sources and applications, from news aggregators to e-mail updates and dependable Web sites, to maximize your research.

**Coffee Break**

2:45 p.m. – 3:15 p.m.

**TUESDAY EVENING SESSION****DeAnza I****Saving Ourselves: Alternative or Adventuresome Funding Strategies**

7:30 p.m. – 9:00 p.m.

MODERATOR: **Rebecca Jones**, Dysart & Jones Associates

PANEL: **Steve Coffman**, VP, Business Development, LSSI, **Helen Kennedy** and **Jim Lewis**, Partners and Co-Founders, Lewis Kennedy Associates, **Stephen Slade**, Elkhorn Slough Foundation, & **Caroline Panches**, San Jose State University Library

There is no doubt that these are bad times for libraries. You would have to be living under a rock to miss the deluge of stories about budget cuts, branch closings, slashed book budgets, reduced hours, and layoffs inundating us. Rather than justifying "more funding" from our usual sources, perhaps it's time to explore different funding strategies, like those used by museums, zoos, science and nature centers, public broadcasting, and others. A small group of prominent, forward-thinking library directors have contracted with Lewis-Kennedy Associates, a well-known development consultancy to both public radio and libraries, to explore the potential for alternative funding models in libraries. Steve Coffman describes the project underway and then enters into a lively panel debate about the ups and downs of this venture or adventure!

## GENERAL CONFERENCE—TUESDAY, NOVEMBER 4

**Corporate Librarians & Their Role in Enterprise Content Management**

D204

3:15 p.m. – 4:00 p.m.

*Kathy Millington, Manager, Library and Information Center, Berlex Laboratories**Susan Stearns, Vice President of Marketing, Inmagic, Inc.*

Berlex Labs Library and Information Center [LInC] supports personalized intranet pages that serve up relevant and dynamic content to business users throughout the organization. This content goes well beyond the library catalog to embrace internal and external content that is critical to the company's business objectives. The LInC staff have created their intranet-based "information shopping center" using Inmagic software and services. Stearns discusses the growing role that info pros are playing in enterprise

content management initiatives. Millington provides a glimpse into the methodology she and her staff have followed in creating their intranet services, marketing them, and becoming a visible and expert presence on the various management teams that oversee content management company-wide.

**Online Research Management**

D205

4:15 p.m. – 5:00 p.m.

*Kirk Fackre, President, ResearchAgent Corporation**Tom Fleming, Director, Information Resources Management, Jeffery Mangels, Butler & Marmaro LLP*

In close collaboration with information managers at two client companies, ResearchAgent invented a "cool tool" to manage online research costs. Kirk Fackre shares his original vision, and discusses its evolution into the current product along with one of his clients. The session shares findings from a research management survey and discusses how today's information managers are shaping the way companies perform research more quickly and with greater efficiency. Strategies for analyzing current subscription usage and ways to reduce costs while still providing access to the highest quality information are addressed.

**MEET THE AUTHORS**

Tuesday, November 4

9:45 a.m. – 10:30 a.m.

Information Today, Inc. Booth #417

## GENERAL CONFERENCE—WEDNESDAY, NOVEMBER 5

**SEARCHING & SEARCH ENGINES  
TRACK A  
Steinbeck Forum**

This series of sessions is a must for searchers and Internet librarians. Hear from the experts, the industry leaders and watchers. Know that you're up to date with what's happening with search engines and Web searching.

*Moderated by Greg Notess, Search Engine Showdown***(R)Evolution of Search Engines: Update**

A301

9:00 a.m. – 9:45 a.m.

*Chris Sherman, Associate Editor, Search Engine Watch & Co-Author, The Invisible Web*

This session looks at the trends towards consolidation as the search engine market matures. It looks at the changes in specific Web search engine tools, provides tips about what we should be looking for next year, and discusses the impact for information professionals. Our expert believes that the changes have been dramatic this year, but next year things are going to be dramatically different. Come hear how!

**Coffee Break**

9:45 a.m. – 10:30 a.m.

**Web Searching in 2004**

A302

10:30 a.m. – 11:15 a.m.

*Greg Notess, Creator Search Engine Showdown & Reference Librarian, Montana State University*

Learn from an expert industry watcher about the current state of search with a focus on specific changes that impact searchers. Notess also discusses what we can and cannot find via the search engines.

**Making Your Spider Outperform Google**

A303

11:30 a.m. – 12:15 p.m.

*Rich Wiggins, Senior Information Technologist, Michigan State University*

Early models of Web search worked on the assumption that users browse as they seek starting points and search when they seek more details. But spiders can also deliver starting points just as well as Google. Log analysis reveals that a small number of unique searches account for a huge percent of searches performed. At Michigan State University, this analysis resulted in an "accidental thesaurus" that matches the most popular search phrases with the best Web starting points.

**Lunch Break**

12:15 p.m. – 2:00 p.m.

**Start Your Engines!**

A304

2:00 p.m. – 2:45 p.m.

MODERATOR: *Greg Notess, Reference Librarian, Montana State University**Ali Diab, Director of Production, Yahoo! Search**Michael Palka, Director of Search Product Management and Strategy, Ask Jeeves Inc.*

Our popular panel of search engine creators talk about their engines—what's new in the way of features and improvements, what's planned in the near future, and one of the most innovative uses of their product by a client. Get the inside scoop!

**Coffee Break**

2:45 p.m. – 3:15 p.m.

**Life Expectancy of a Searcher**

Endnote

3:15 p.m. – 4:00 p.m.

## WEB CONTENT & TOOLS TRACK B

DeAnza I

The morning focuses on dealing with content on the Web—archiving content and support tools for streamlining operations. The afternoon highlights GIS digital tools and graphical interface tools.

Moderated by **Stephen Abram**, *Micromedia ProQuest*

### Archiving the Web

B301

9:00 a.m. – 9:45 a.m.

**Donna Scheeder**, *Congressional Research Service, Library of Congress*  
**Debbie Blaho**, *OCLC Digital Archive Team*

What can you do to preserve resources that are born digital? What are you creating only in digital form? Will you need it in the future? Do you want entire Web sites? Do they have value? Listen to this case study of the Library of Congress 2002 election digital archive, the technology and partnerships that made it happen, and what it means for the future.

### Coffee Break

9:45 a.m. – 10:30 a.m.

### Managing Content on the Web

B302

10:30 a.m. – 11:15 a.m.

**Debora Seys**, *Information Consultant, Global Library & Information Services, Hewlett Packard*

Within the HP internal employee portal organization, Seys works as the lead Information Architect (IA) on a program team that delivers Documentum as a standard Web content management (CM) solution to HP organizations. The CM Program provides Web content publishing with embedded metadata and controlled vocabularies. A brief description of the development of the whole program provides context for the detailed discussion of the role of IA in the program team and the development of program assets such as implementation templates, attributes matrices, standards and vocabularies.

### Online Resources for GIS

B303

11:30 a.m. – 12:15 p.m.

**J. T. (Tom) Johnson**, *Prof. of Journalism, San Francisco State University*

Geographic information system (GIS) digital data and tools are used daily by government, corporations, scholars, and the general public to make sense of a variety of phenomena ranging from potholes on city streets to voting patterns to cyberspace transactions. But GIS has some unique requirements in terms of data types and sources. Knowing what to look for, where to look, and how to get the data in a useable form presents special challenges. This session delivers a starting point and a multitude of resources for researchers in all fields where geography can be an important factor.

### Lunch Break

12:15 p.m. – 2:00 p.m.

### Lights, Camera — Get Digital!

B304

2:00 p.m. – 2:45 p.m.

**Gregory Mitchell**, *Assistant Director, & Rick Peralez*, *Computer Specialist, University of Texas—Pan American*

With the convergence of a variety of technology and cost factors, the Web is poised at the edge of a fundamental transformation from primarily graphical interface to a multimedia application. This ses-

sion demonstrates examples of multimedia Web applications; discusses the hardware, software, and staff competencies needed to successfully employ these new tools; and looks at the implications for libraries and their Web sites.

### Coffee Break

2:45 p.m. – 3:15 p.m.

### Life Expectancy of a Searcher

Endnote

3:15 p.m. – 4:00 p.m.

## CONTENT MANAGEMENT: STRATEGIES & APPLICATIONS TRACK C

DeAnza III

Managing content is a core responsibility for Internet librarians. This track deals with strategies and applications of CM, including issues related to manual and automated indexing, building taxonomies, and integrating content.

Moderated by **Richard Geiger**, *San Francisco Chronicle*

### Evaluating Tools for Building Taxonomies

C301

9:00 a.m. – 9:45 a.m.

**Marcia Morante**, *KCurve, Inc.*  
**Rennie Walker**, *Consultant*

More and more products are requiring taxonomies and controlled vocabularies for full functionality, a resource-intensive process. Given the cost implications, it is important for organizations considering the purchase of a system that includes a “taxonomy solution” to thoroughly understand the automated tools that are available. This session discusses the various technologies and their specific capabilities and the companies offering these tools, providing a checklist to help you select the right technology for your organization.

### Coffee Break

9:45 a.m. – 10:30 a.m.

### Content Categorization Tools

C302

10:30 a.m. – 11:15 a.m.

**Tom Reamy**, *Knowledge Architect, KAPS Group*  
**Scott Whitney**, *Product Management, Verity Inc.*

This session highlights case studies of content categorization tools being deployed in real-world applications. The speakers share the challenges, strategies, and lessons learned.

### OpenURL & Integrating Content

C303

11:30 a.m. – 12:15 p.m.

**Stephen Abram**, *VP Corporate Development, Micromedia ProQuest*  
**Qin Zhu**, *ILS Administrator & Information Consultant, Ajilon Consulting*

The OpenURL standard provides a mechanism to transport metadata or identifiers of a digital item from one resource to another by constructing links in a dynamic linking environment. This session looks at major OpenURL-compliant linking products in library automation industry and provides tips for those implementing such a product.

### Lunch Break

12:15 p.m. – 2:00 p.m.

## GENERAL CONFERENCE—WEDNESDAY, NOVEMBER 5

**Dynamic Content, Interactive Forms, and Templating with ColdFusion**

C304

2:00 p.m. – 2:45 p.m.

*Jillian Carroll, Senior Systems Analyst, Northern Lights Internet Solutions Ltd.*

Use ColdFusion to unite dynamic functionality, striking good looks and formatting ease for your site! Learn easy tips and tricks to validate form fields for accurate content, format e-mails so they make sense when they hit your inbox and create fully interactive content! Want to know how you can put your database on the Internet? It's easier than ever when using this powerful tool.

**Coffee Break**

2:45 p.m. – 3:15 p.m.

**Life Expectancy of a Searcher**

Endnote

3:15 p.m. – 4:00 p.m.

**BEYOND INTERNET LIBRARIANS  
TRACK D  
DeAnza II**

Creativity, innovation, and "out-of-the-box" thinking are concepts discussed regularly in all information and library organizations. Information professionals know that services, collections, facilities, and organizations must continue to change at the speed of light and that creativity and innovation factor heavily into these changes. This track is an opportunity to learn from and converse with those who have not only used out-of-the-box thinking, but "out-of-the-library-sphere" thinking to bring innovative changes and new perspectives to their libraries and information centers.

Organized and moderated by *Rebecca Jones, Dysart & Jones Associates*

**High-Impact Computing: How Library Technology Can Change a Community**

D301

9:00 a.m. – 9:45 a.m.

*Leslie Holt, Director of Youth Services, & Glen E. Holt, Executive Director, St. Louis Public Library*

Find out how market research and a marketing consultant from the world of toys and theme parks helped the St. Louis Public Library increase usage and the community impact of technology offered to the public. Within a framework of making an inner city more computer-literate, this session focuses on how kids actually use networked technology, what they need to learn, and how to make computing understandable and exciting to novice users.

**Coffee Break**

9:45 a.m. – 10:30 a.m.

**Tuning into Customers**

D302

10:30 a.m. – 11:15 a.m.

*Sharon Tang & Kjrsten Andersen, Senior Channel Editors, Microsoft Corp.*

Everyone is so busy, they never have time to talk about information services and tools needs, preferences, or usage behaviors. Microsoft is certainly a high-pressure environment in which employees' time is at a premium. The Knowledge Network Group Portals team at Microsoft shares the approach and processes used to understand user preferences and behaviors, and how this understanding was interpreted into tools and training.

**Organizational Innovation: Using Business Practices**

D303

11:30 a.m. – 12:15 p.m.

*Rick Luce, Research Library Director, Los Alamos National Laboratories*

ROI, numbers, and performance excellence are not part of the traditional language in many libraries, but the libraries of today and tomorrow need innovative thinking, organizational models, and management practices to succeed. This session focuses on strategies for making that happen.

**Lunch Break**

12:15 p.m. – 2:00 p.m.

**Info Pro Opportunities Beyond the Library: How to Build from Strength**

D304

2:00 p.m. – 2:45 p.m.

*Terence K. Huwe, Director of Library and Information Resources, Institute of Industrial Relations, University of California, Berkeley*

New technologies have created many new opportunities to extend library skill beyond the walls and domains of the library. Librarians can now fulfill many roles within organizations, managing not only print and digital collections, but training programs, technology planning, and organizational development. Terence Huwe describes how the Institute of Industrial Relations Library has increased its mission to include Web administration, digital archiving, intranet and extranet development, server administration, and online publishing. He offers strategic recommendations for librarians who are ready to expand their mission and concludes with some forecasts about long-term trends in American research universities.

**Coffee Break**

2:45 p.m. – 3:15 p.m.

**ENDNOTE  
Steinbeck Forum**
**Life Expectancy of a Searcher: Morphing into New Roles**

3:15 p.m. – 4:00 p.m.

FEATURE: *Barbara Quint, Editor, Searcher magazine*

PANEL: *Cindy Hill, Manager, SunLibrary, Sun Microsystems; Michael Stephens, Head, Networked Resources Development & Training, St. Joseph Co. Public Library; Jerome Holst, Distance Education Librarian, Saint Francis University*

With more and more sophisticated search engines and information-literate customers, will searchers still be needed by 2010? Our feisty leader discusses roles, competencies and life expectancy of "the searcher," while our panel talks about evolving roles for info pros.

# FREE CYBERTOUR

TUESDAY, NOVEMBER 4

## Bates' Competitive Intelligence on the Web

10:30 a.m. – 10:45 a.m.

Do you need to keep track of your organization's competitors and the competitive landscape in general? In this fast-paced cyber-tour **Mary Ellen Bates**, industry expert and author of *Super Searchers Do Business & Super Searchers Cover the World*, discusses the top sites for CI through Web research and techniques for competitive intelligence gathering – dumpster-diving not required.

## MS Office Research Panes & Content Integration

11:30 a.m. – 11:45 a.m.

**Sharon Tang & Kjrsten Andersen**, Senior Channel Editors, Microsoft Corp.

The Microsoft Knowledge Network Group collaborated with Office 2003 to provide access to information sources, such as Factiva.com, in the new Office 2003 Research Pane. This cyber-tour illustrates what types of content have been integrated into Office 2003 and provides tips on how to use the Office 2003 Research Pane in your work.

## Search Engine Toolbar Cybertour

12:30 p.m. – 12:45 p.m.

**Stephen Abram**, VP, ProQuest

Every search engine now seems to have a toolbar that supposedly makes it easier to use. Are toolbars still cool? Are they worth the browser screen space? What are the benefits of plugging in a search toolbar to your browser? Many already use Google's toolbar and maybe you've upgraded to the new version released in the summer of 2003. Are there better ones? Come see the few ones this searcher finds useful to review.

## Online Trends from the CyberCorner

1:30 p.m. – 1:45 p.m.

What's happening in the online world? What's on the horizon for info pros? What should we be studying, thinking about, and

using? **Mary Ellen Bates**, industry expert and author of *Building & Running a Successful Research Business*, shares her opinions in this cybertour of the top ten trends to watch for in the online world.

## Quick & Dirty Web Redesign with Typography

2:30 p.m. – 2:45 p.m.

**Jeff Wisniewski**, Web Services Librarian, University of Pittsburgh

Give your site an instant facelift using Web design's unsung hero: typography. By now we're all using CSS to control our Website's fonts, so changing fonts site wide is as easy as 1,2,3. But before you dive in remember that it's about more than picking your favorite font. How can typography either support or undermine your message? How do fonts convey meaning? And what about accessibility? In this cybertour, get quick tips on selecting the right font to maximize your site's impact and usability.

## Digital Acquisitions: eBook & eJournal Strategies

3:30 p.m. – 3:45 p.m.

**Christopher Warnock**, CEO, ebrary

Using case studies, this CyberNugget explores what is and is not working, discusses the challenges with digital acquisition of electronic materials and solutions for managing the content and making it accessible.

## Delivering Research Results Electronically

4:30 p.m. – 4:45 p.m.

**Cindy L. Chick**, Information Resources Manager — Knowledge Systems, Latham & Watkins

Deliver your research results electronically to anyone, anywhere! The full-featured version of Adobe Acrobat is a great tool to use to compile your research into one organized file, complete with a table of contents, annotations, highlighting, etc. If you can print or scan a document, you can create an easily emailed PDF file instead. Chick discusses when you'd want to use Adobe Acrobat, and shows you the basics of creating PDFs, bookmarking, combining files and grabbing Web pages.

## NEW SUNDAY ACTIVITIES

### Steinbeck Forum & Lobby

#### Communities of Interest

4:30 p.m. – 5:30 p.m.

Join your colleagues for informal discussions around five different topics listed below, and meet other attendees with similar interests. Grab a soda or drink before you head for some great networking, stimulating chats, and a chance to interact with some of the outstanding conference speakers and moderators. Topics include: Web Design, Development & Tools; Searching & Search Engines; E-Resources & Digital Libraries; Content Management; Blogging.

*Open to all conference attendees.*

#### Strategic Briefing: Content Integration Practices

5:30 p.m. – 6:30 p.m.

**Mary Lee Kennedy**, Microsoft Corporation

Technology has caught up with the demand to put content into context. It may not be leading yet to a 100% satisfaction rate but there are increasingly new ways to put content where decisions are made and work gets done. Office 2003 provides new functionality that supports this development. Come and hear how Microsoft is taking advantage of Office 2003 and other technologies internally and explore the ways you can do the same for your organizations.



WEDNESDAY, NOVEMBER 5

## Blogging Tools

10:30 a.m. – 10:45 a.m.

*Darlene Fichter, Data Librarian, University of Saskatchewan*

Choosing the “best” blogging tool can be tough with all the hype and buzz. Blast through the noise and zero in on key features and functions you need in a blogging tool. Narrow the field down by defining your core requirements whether you’re choosing a blog for an Internet application or an Intranet.

## Cybertour of Legal & Judicial Resources

11:30 a.m. – 11:45 a.m.

*Adina Lerner, Technology in the Judiciary, Superior Court of California, County of Los Angeles & Katherine Dabbour, Law & California Documents Librarian, California State University Northridge*

Internet resources for legal research are rapidly evolving and this cybertour focuses on the best of those resources and how to share them with constituencies who have varying levels of expertise with computer technology.

## Increasing your Visibility Using Weblogs

12:30 p.m. – 12:45 p.m.

*Jenny Levine, Internet Development Specialist, Suburban Library System*

Ever thought of using Weblogs to jump start your career rather than to just increase the distribution of library content to your users? Publishing via Weblog technology allows users to easily distribute their ideas and theories to a wide audience. This cybertour addresses key methods for becoming a “blogger,” and how creating and writing a Weblog can increase your marketability with potential employers.

## ID Theft—Learn How to Protect Yourself and Others Online

1:30 p.m. – 1:45 p.m.

*Sabrina Pacifici, Law Librarian, Website editor/publisher, LLRX.com*

This cybertour shares key resources for protecting yourself and your user communities against ID theft, evaluating software applications to protect against ID theft, and monitoring online resources, methods, and tools.

## Internet Printing Solutions

2:30 p.m. – 2:45 p.m.

*Irene Adams, Adjunct Professor, Utah Valley State College*

Printing from the Internet has special challenges: white text that prints as invisible ink, long pages of which only a part is wanted, pages that don’t print at all or print in a distorted or coded form, and images that were not meant to be printed. If you can see it, you can print it. Hear indispensable tips and tricks in this cybertour for dealing with the peculiarities of the different browsers and finding printing solutions.



# Internet Librarian 2003

## Free Cybertours for all Internet Librarian 2003 Exhibit Hall visitors!

Taking place at the CyberCorner in the Exhibit Hall, these cybertours cover a range of topics & subject areas. They are 15 minutes long, open to all and add value to your visit. Space is limited so it is first-come, first-served.

Join our Net savvy Web experts for a look at their favorite sites or information on the latest trends and technologies! There is no need to register, simply pick the cybertour of interest to you and arrive at our CyberCorner within the Internet Librarian 2003 Exhibit Hall at the appropriate time.

### TUESDAY

- 10:30 | **CI on the Web**, *Mary Ellen Bates*
- 11:30 | **MS Office Research Panes & Content Integration**, *Sharon Tang & Kjrsten Andersen*
- 12:30 | **Search Engine Tool Bars**, *Stephen Abram*
- 1:30 | **Online Trends**, *Mary Ellen Bates*
- 2:30 | **Quick & Dirty Web Redesign**  
*Jeff Wisniewski*
- 3:30 | **Digital Acquisitions**, *Christopher Warnock*
- 4:30 | **Delivering Research Results Electronically**  
*Cindy Chick*

### WEDNESDAY

- 10:30 | **Blogging Tools**, *Darlene Fichter*
- 11:30 | **Legal & Judicial Resources**, *Adina Lerner & Katherine Dabbour*
- 12:30 | **Increasing Your Visibility Using Weblogs**  
*Jenny Levine*
- 1:30 | **ID Theft Online & Protection Strategies**  
*Sabrina Pacifici*
- 2:30 | **Internet Printing Solutions**, *Irene Adams*

**Monday, November 3**

5:00 p.m. – 7:00 p.m.

**Tuesday, November 4**

9:45 a.m. – 5:00 p.m.

**Wednesday, November 5**

9:45 a.m. – 3:30 p.m.

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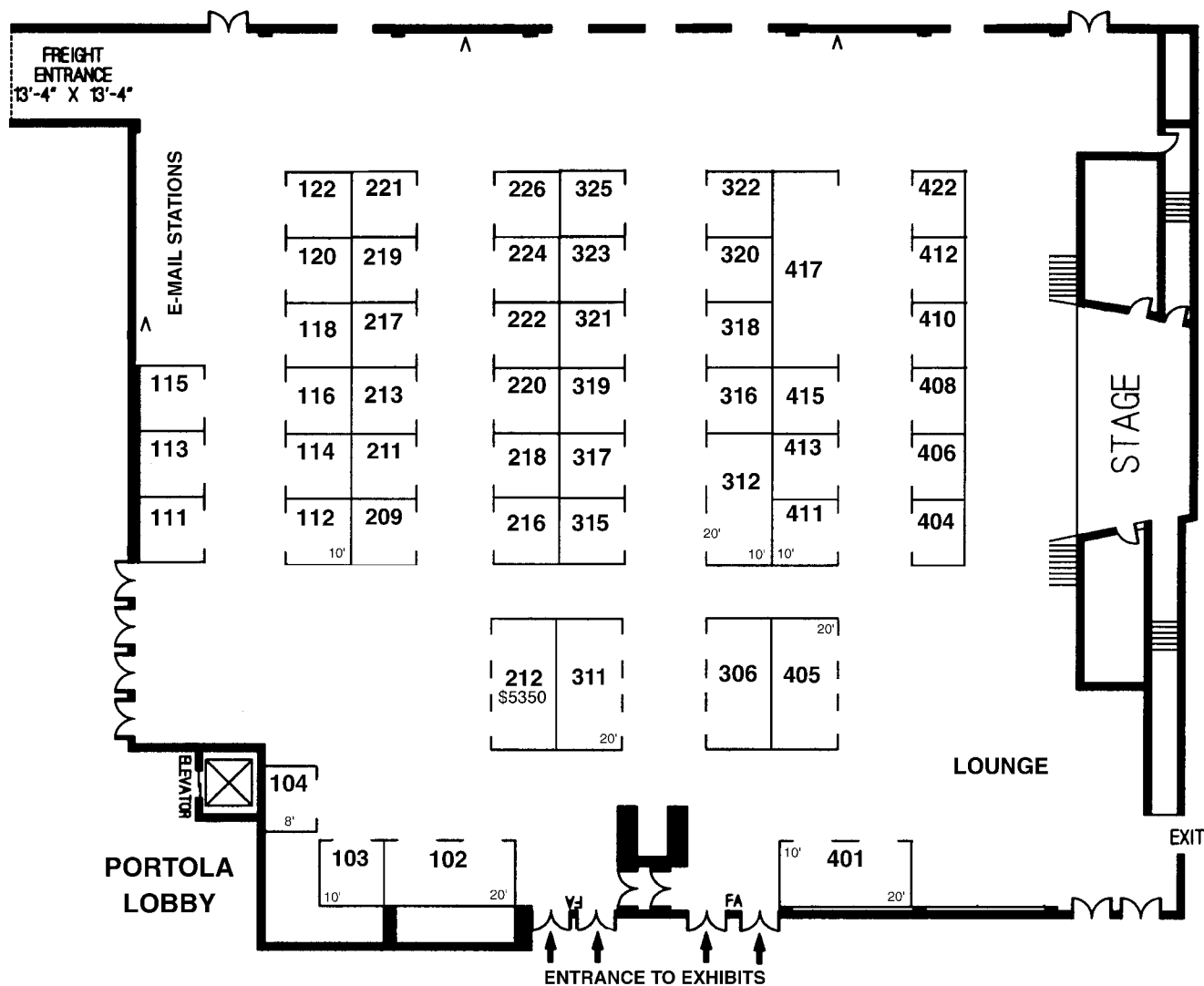
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**MEET THE AUTHORS****Tuesday, November 4****9:45 a.m. – 10:30 a.m.**

Please visit the Information Today, Inc. (ITI) Booth #417 to meet Mary Ellen Bates, author of the new book *Building & Running a Successful Research Business: A Guide for the Independent Information Professional*; Marylaine Block, author of the new book *Net Effects: How Librarians Can Manage the Unintended Consequences of the Internet*; and Nick Tomaiuolo author of the upcoming book *The Web Library: Building a World Class Personal Library with Free Web Resources*.

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## Internet Librarian 2003

*November 3-5, 2003*

*Monterey Convention Center  
Monterey, California*

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### EXHIBIT HOURS

**Monday, November 3**  
5:00 p.m. – 7:00 p.m.

**Tuesday, November 4**  
9:45 a.m. – 5:00 p.m.

**Wednesday, November 5**  
9:45 a.m. – 3:30 p.m.



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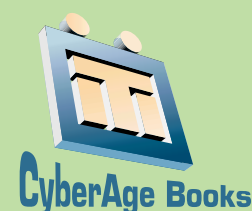
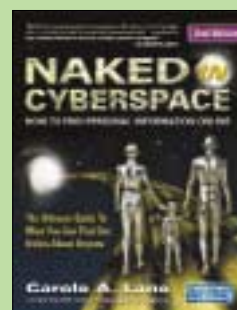
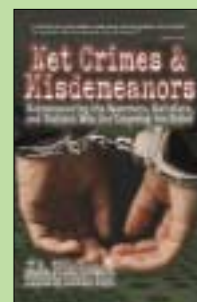
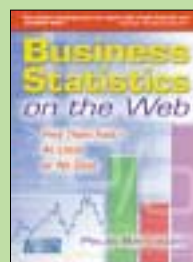
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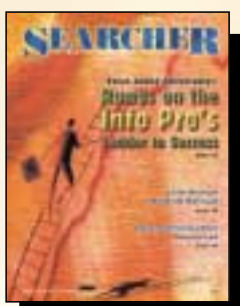
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