

ADVANCE PROGRAM



Internet Librarian 2006

October 23–25, 2006

Monterey Conference Center

Portola Plaza Hotel & Monterey Marriott ■ Monterey, California

The Internet Conference and Exhibition for Librarians and Information Managers



INTEGRATED EXPERIENCES:
COMPELLING CONTENT COMBINATIONS

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NOTHIN' BUT NET @ INTERNET LIBRARIAN 2006

Wikipedia defines “mashup” as a Web site or Web application that seamlessly combines content from more than one source into an integrated experience. Internet librarians do just that for their clients, so it is a fitting theme for Information Today, Inc.’s 10th Internet Librarian. This year’s conference focuses on the challenges of Web 2.0 as well as the leading-edge solutions for balancing content access, new technologies, and client demands for an integrated experience. As the *San Francisco Chronicle* puts it, “Take a pinch of Yahoo! or Google. Then stir in some census data, photographs or crime statistics. What you get is a mash-up.” Combining ingredients from different online sources to create hybrids is a hot Internet phenomenon, especially when map or demographic information and a variety of feeds are used. Join us for Internet Librarian’s 10th anniversary and see what Internet librarians and information professionals are doing to create integrated experiences and compelling content mashups in their organizations and communities.

FREE CYBERTOURS!

Our popular, information-rich cybertours are again featured in the Exhibit Hall on Tuesday and Wednesday! A wide range of topics will include Web conferencing, digital services for nextgen librarians, tips for finding medical info, teen online reading clubs, maps on the Internet, intranet tips, Freedom of Information Act facts, and more. Keep your eye on www.infotoday.com/il2006 for the schedule.

NETWORKING EVENTS!

Communities of Interest

Sunday evening, join our informal networking groups and get to know others who share your interests – social computing, digital libraries, Web design and development, searching and search engines, content management, and more.

Opening Reception

Information Today, Inc. invites all conference registrants and exhibitors to a special Exhibit Hall opening reception on Monday, Oct. 23 from 5:00 p.m. – 7:00 p.m.

Wednesday Lunch Reception

Join your colleagues and exhibitors on Wednesday for a Lunch Reception in the Exhibit Hall and for one last chance to visit the exhibits.

Informal Dine Arounds

Plan dinner with your colleagues. More information and online registration are available at www.infotoday.com/il2006.

INTERNET CAFE sponsored by

Visit the Internet Cafe in the Exhibit Hall during regular exhibit hours to check your e-mail.

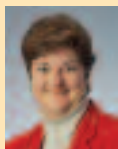
IL PODCAST STUDIO

Bring your tools, book the space, and stream your content. Check out the IL wiki, www.il2006.pbwiki.com, to book your time.

EXHIBITION

The Internet Librarian 2006 exhibition features leading-edge companies, offering visitors a choice of products covering all aspects of Internet technologies, including content providers, online services, software, document and Web delivery systems, search engines, and more.

PROGRAM CHAIR



Jane I. Dysart
Dysart & Jones Associates

ORGANIZING AND REVIEW COMMITTEE

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Steven Cohen
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Darlene Fichter
University of Saskatchewan

Megan Fox
Simmons College

TWO DAYS OF WORKSHOPS!

Preconference workshops on Saturday afternoon and all day Sunday, Oct. 21 and 22 cover a wide range of topics, including our popular full-day Searchers Academy and Web Managers Academy, as well as many half-day workshops. Topics include, Project Management, Creating Online Tutorials, Service Strategies, Web 2.0, Getting Grants, Wikis, Ajax, Current Awareness Delivery Options, RSS, Technology Planning, Teaching Web Search, IM Reference, Social Tools, and more. See page 6 for details.

TUESDAY EVENING SESSION

Scholarship in Chaos! Flying High on the Web? or in Free Fall?

Organized by **Barbara Quint**, Editor-in-Chief, Searcher Magazine
7:30 p.m. – 9:00 p.m.

Free and open to all registrants, exhibitors, and exhibit visitors. See page 16 for more details.

KEYNOTE PRESENTATIONS

Grabbing Attention: Keeping Pace with Readers & Technology

J. A. Jance, Author, *The Edge of Evil & many J. P. Beaumont & Joanna Brady mysteries*
Monday, 9:00 a.m. – 9:45 a.m.

Challenges of Cyberinfrastructure & Choices for Libraries

Clifford Lynch, Executive Director, Coalition for Networked Information
Tuesday, 9:00 a.m. – 9:45 a.m.

Web Presence for Internet Librarians

Shari Thurow, Webmaster & Marketing Director, Grantastic Designs Inc. & Author, *Search Engine Visibility*
Wednesday, 9:00 a.m. – 9:45 a.m.

Social Computing & the Info Pro

Elizabeth Lane Lawley, Director, Rochester Institute of Technology Lab for Social Computing, & Visiting Researcher, Microsoft Corp.
Wednesday, 3:45 p.m. – 4:30 p.m.

CONFERENCE WIKI

<http://il2006.pbwiki.com/>

Check it out for conference tips, networking, sightseeing, and more!

CONFERENCE BLOG

Watch for news and updates about the conference in the Internet Librarian Conference Blog at www.infodayblog.com. The "tags" for this year's Internet Librarian and Internet@Schools West will be IL2006 and I@SW2006.

We are pleased to present the 10th annual Internet Librarian conference and exhibition—the ONLY conference designed for information professionals who are using, developing, and embracing Net- and 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. Internet Librarian 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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Barbara Quint
 Editor-in-Chief, *Searcher Magazine*

Donna Scheeder
 Law Library of Congress

Aaron Schmidt
 Thomas Ford Memorial Library

Michael Stephens
 Dominican University

Preconference Workshops

SATURDAY, OCTOBER 21

1:30 p.m. – 4:30 p.m.

- W1: Service Strategy: How to Get the Right "Mix" of Services
- W2: Simple Solutions for Dynamic Web Services Using RSS
- W3: Getting Library Grants
- W4: Technology Solutions Planning
- W5: AJAX for Libraries
- W6: User-Centered Approach to Website Design
- W7: Teaching Web Search Skills

SUNDAY, OCTOBER 22

9:00 a.m. – 4:30 p.m.

- W8: Searchers Academy
- W9: Web Managers Academy

9:00 a.m. – 12:00 p.m.

- W10: Web 2.0: A Users' Guide
- W11: Social Tools for Your Library
- W12: Tips and Strategies for Launching an IM Reference Service
- W13: Current Awareness Delivery Options
- W14: Project Management for Libraries
- W15: Hiring, Keeping, & Working with Techie Staff

1:30 p.m. – 4:30 p.m.

- W16: Mining Blogs & RSS for Research
- W17: Wikis: Basics, Tools, & Strategies
- W18: Creating Online Tutorials in Less Than 30 Minutes
- W19: Integrating RSS into Your Web Site
- W20: Digital Initiatives: Ask the Expert

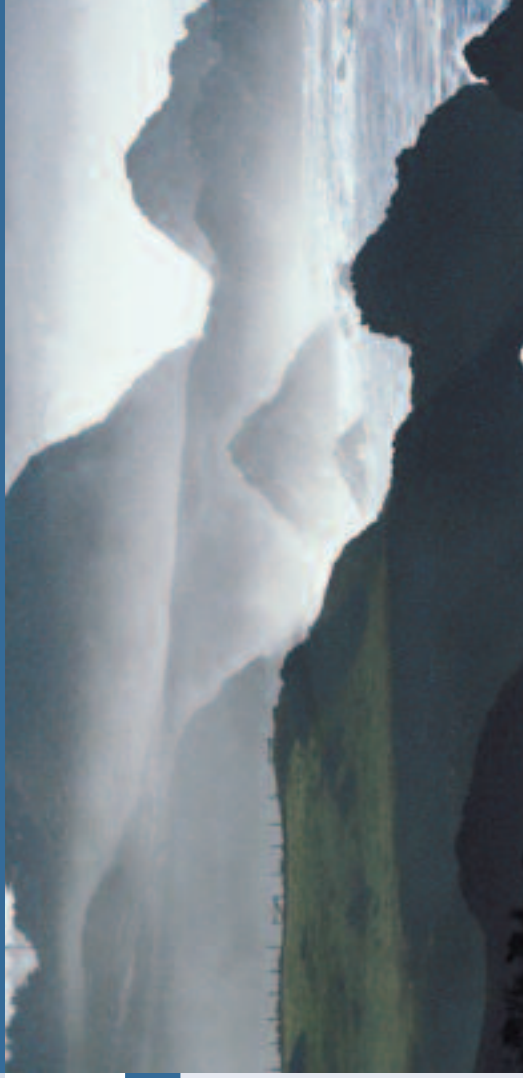
CONFERENCE AT A GLANCE

EXHIBIT HOURS

Monday, October 23
5:00 p.m. – 7:00 p.m.

Tuesday, October 24
9:45 a.m. – 4:00 p.m.

Wednesday, October 25
9:45 a.m. – 2:00 p.m.



GENERAL CONFERENCE ■ MONDAY, OCTOBER 23

9:00 a.m. – 9:45 a.m.

9:45 a.m. – 10:15 a.m.

OPENING KEYNOTE | Grabbing Attention | J.A. Jance, Author, *The Edge of Evil*

COFFEE BREAK

TRACK A INFORMATION DISCOVERY & SEARCH

A101: Search Engine Report

A102: 30 Search Tips

12:00 p.m. – 1:15 p.m.

A103: New Search Strategies

A104: Searching the New Digital Formats

A105: Federated Search: State of the Art

A106: Keeping One Click Ahead

5:00 p.m. – 7:00 p.m.

TRACK B PUBLIC LIBRARIES: FUTURE

B101: Public Library 2.0: Emerging Technologies & Changing Roles

B102: Delighting PL Users: Personas in Action

B103: Reaching Patrons: Online Outreach for PLs

B104: Web-Based Experience Planning

B105: OPAC Tips & Tricks for Improving User Experiences

B106: Synergy for Better Services: IT & Library Cultures

TRACK C DIGITAL STRATEGIES FOR THE INFORMATION WORLD

C101: Increasing the Use of Online Products

C102: Cultivating Tech-Savvy Library Staff: Competencies & Tips

C103: Coping & Designing to Minimize Stress

C104: Digital Migration Strategies

C105: The Second Life Library 2.0: Going to Where the Users Are

C106: Gadgets, Gadgets, Gadgets! IT & Library Cultures

TRACK D WEB DESIGN & DEVELOPMENT

D101: The Web 2.0 Challenge to Libraries

D102: Innovative Uses of Web 2.0 Technologies

D103: Using Ethnographic Methods to Know Your Users

D104: Cool Tools and Mashups for Webmasters

D105: Library Redesign: Making the Data Work Harder

D106: Bottom-Up Web Redesign

EXHIBIT HALL GRAND OPENING RECEPTION

MONDAY, OCTOBER 23

9:00 a.m. – 9:45 a.m.

OPENING KEYNOTE:
Grabbing Attention: Keeping Pace with Readers and Technology

LMSs ON THE CUTTING EDGE

10:15 a.m. – 11:00 a.m.

S101: The Evolving Librarian: Keeping Pace with *Students and Technology*

11:15 a.m. – 12:00 p.m.

S102: iPods, Audiobooks, E-Books, and More: Empowering Reading Through Your Library

GO THERE, DO THAT!

WEB-BASED RESOURCES AND TOOLS

1:15 p.m. – 2:00 p.m.

S103: Taking the Classroom Global: Online Tools for Global Collaboration

2:15 p.m. – 3:00 p.m.

S104: Bookhooks and the Collaboratory

3:15 p.m. – 4:00 p.m.

S105: Eureka! Public Domain Multimedia Sources

4:15 p.m. – 5:00 p.m.

S106: The Truth Is Out There: Visual Literacy for the Digital World

TUESDAY, OCTOBER 24

9:00 a.m. – 9:45 a.m.

KEYNOTE:

The Wild, Wild, Web: Online Bullies, Predators, and Stalkers, Oh My!

SOCIAL NETWORKING, SAFETY, AND CYBERETHICS

10:30 a.m. – 11:15 a.m.

S201: Social Networking Sites and Personal Information Engines

11:30 a.m. – 12:15 p.m.

S202: Cybersins and Digital Good Deeds: Good and Bad Behavior with Technology

MORE WEB-BASED RESOURCES AND TOOLS

1:15 p.m. – 2:00 p.m.

S203: Teachers, Librarians, and Technology: A Winning Combination!

2:45 p.m. – 3:30 p.m.

S204: ALTEC's Online Teaching and Learning Toolkit

4:00 p.m. – 5:00 p.m.

CLOSING KEYNOTE:
Gary's Latest Web Research Update

GENERAL CONFERENCE ■ TUESDAY, OCTOBER 24

KEYNOTE | Challenges of Cyberinfrastructure & Choices for Libraries | Clifford Lynch, Executive Director, Coalition for Networked Information

COFFEE BREAK— Visit the Exhibits

TRACK A INTEGRATING CONTENT: CM & MASHUPS FOR LIBRARIES

A201: What's a Mashup & Why Would I Want One?

A202: Mashup Mind-Set: Designing Compelling Content

B201: Determining and Communicating Value

B202: Information Skills & Enterprise Collaboration

TRACK B ENTERPRISE WEB STRATEGIES & TOOLS

C201: Repositories & Digital Initiatives

C202: Repositories in Action (continued)

TRACK C DIGITAL REPOSITORIES

D201: Podcasting & Videocasting

D202: Podcasting & Videocasting (continued)

TRACK D SOCIAL COMPUTING

D203: Flickr & Libraries

D204: MySpace & Facebook

D205: The RSS & JavaScript Cookbook: Creating One Stop

LUNCH BREAK— Visit the Exhibits

C203: Repository Essentials: From Soup to Nuts

B203: Using Wiki Software in a Newsroom Environment

B204: Web Lessons

C204: Repositories & the Impact on Digital Librarians

C205: Partnerships in Archiving

B205: Intranet Content: Surfacing Full-Text News

TUESDAY EVENING SESSION | Scholarship in Chaos! Flying High on the Web? or in Free Fall?

GENERAL CONFERENCE ■ WEDNESDAY, OCTOBER 25

KEYNOTE | Web Presence for Internet Librarians | Shari Thurow, Webmaster & Marketing Director, Grantastic Designs, Inc.

COFFEE BREAK— Visit the Exhibits

TRACK A SEARCH ENGINES

A301: The Best of Resource Shelf: SE Update

A302: Social Computing: Shaping Libraries & Search

TRACK B HAND-HELD MOBILE INFORMATION

B301: Trends in Mobile Tools & Applications for Libraries

B302: Mobile Search

TRACK C LEARNING & TRAINING

C301: Technology Training in Library 2.0 World

C302: Training Tutorial Tour & Tips

TRACK D SOCIAL COMPUTING

D301: Wikis for Libraries

D302: Wikis for Libraries (continued)

LUNCH RECEPTION— In the Exhibit Hall

B303: The Mobile Computing Project

B304: Audio Guides, Tours, and More: Putting Patrons' Cells to Work

C303: Learning, Gaming, & Training

C304: New Tools for Training

D303: What's Hot & New with Social Software

D304: Blogging Update: Applications & Tips

CLOSING KEYNOTE | Social Computing & the Info Pro | Elizabeth Lane Lawley, Director, Rochester Institute of Technology, Lab for Social Computing

Service Strategy: How to Get the Right "Mix" of Services

1:30 p.m. – 4:30 p.m.

Rebecca Jones, Partner, Dysart & Jones Associates

Libraries and information centers have a long tradition of adding new services or enhancing existing services and programs in response to client needs and wants. This tradition results in a portfolio of services and products that grows with more "addition" than "subtraction." But as resources continue to tighten, libraries need to make tough decisions that better balance the "adding" with "subtracting." In the nonprofit and business environments, this is called service portfolio management. This workshop outlines what libraries can learn from other sectors by using a systematic method to make those tough decisions and effectively manage their service portfolios. The focus is on developing a service strategy and portfolio that best serves clients, today and tomorrow, without draining financial or human resources and that is driven by the library's mandate and goals.

W1

Simple Solutions for Dynamic Web Services Using RSS

1:30 p.m. – 4:30 p.m.

Amanda Etches-Johnson, Reference Librarian, McMaster University

Content syndication through RSS provides excellent potential for turning your static library home page into a dynamic resource for your users! This workshop provides tips, tricks, and tools for using RSS to deliver targeted content and Web services through simple syndication tools, OPML, and other powerful (but easy-to-use!) RSS applications. Participants have the opportunity to discuss the potential applications of RSS tools within their own library settings and walk away with concrete techniques and strategies for implementing these tools to build dynamic Web services at their libraries!

W2

Getting Library Grants

1:30 p.m. – 4:30 p.m.

Stephanie Gerding, Continuing Education Coordinator, Arizona State Library, Archives & Public Records & Pam MacKellar, Authors of Grants for Libraries: A How-To-Do-It Manual, & Publishers, Library Grants Blog Discover the confidence and knowledge you need to get library grants. Learn who gives funding for technology, the easiest method for writing grant proposals, and real-life library technology grant success stories. Speakers share an easy-to-follow grant process cycle, including planning for success; discovering and designing projects; organizing the team; researching and selecting the right funder; creating and submitting the proposal; securing funds and implementing the project; and evaluating and continuing the process. Tip sheets, valuable worksheets, and resource lists are provided. Experienced and novice librarians, students, adminis-

W3

trators and anyone who seeks or uses grant funding will find invaluable and practical guidance.

Technology Solutions Planning

1:30 p.m. – 4:30 p.m.

Ellyssa Kroski, Reference Librarian, Columbia University, & Ellyssa Kroski & Associates Consulting

Whether you're considering purchasing an ILS or a shared calendar program, choosing a technology solution that suits the needs of your library presents many challenges. This session discusses the process of creating and executing a project plan that will lead to an informed selection. Avoid the familiar traps of choosing a technology because it is the highest-rated, most-expensive, cheapest, comes recommended by a colleague, or has snazzy marketing copy. Learn how to find the perfect fit for the unique needs of your library. Discover how to gain market intelligence; gather business, functional, and technical requirements; evaluate competing vendors; get buy-in from staff and colleagues; create an RFP; and make your final selection. Common pitfalls of choosing free software solutions are discussed.

W4

AJAX for Libraries

1:30 p.m. – 4:30 p.m.

Karen Coombs, University of Houston, & Jason A. Clark, Digital Initiatives Librarian, Montana State University

Learn all about an alternative approach to building Web applications as seen in popular Web 2.0 Web sites such as Google Maps, Flickr, and Amazon Diamond Search. Asynchronous JavaScript and XML (AJAX) is changing the way that users are able to interact with Web applications. These changing user expectations can and will have implications for the next generation of library applications. This workshop introduces the concepts behind the AJAX method, provides examples of library applications of AJAX, and walks through the code that makes it all happen. Walk away with an understanding of AJAX and working examples of AJAX in action.

W5

User-Centered Approach to Website Design

1:30 p.m. – 4:30 p.m.

Susanna Davidsen, Consultant, & Everyl Yankee, Usability Consultant, Yankee Ingenuity; Authors, Web Design with the Patron in Mind: A Step-by-Step Guide for Libraries

Is your Web site user- or data-centric? User-centered design focuses on the needs and abilities of the patrons, not the database. Using case studies, processes, worksheets, and usability design principles, speakers Davidsen and Yankee lead you through the basics of user-centered design and assist you in leaving with a plan and process that will ensure that users rule in your environment!

W6

Teaching Web Search Skills

1:30 p.m. – 4:30 p.m.

Greg Notess, Montana State University, & Author, Teaching Web Search Skills

Our expert presents proven techniques for teaching Web searching, not just to beginners but also to those who think they already know everything about Web search. Using practical examples and tips, Notess covers the advantages, disadvantages, and techniques for hands-on training, demonstration sessions, and online, self-paced guides for teaching others about Web search skills and strategies. Anyone involved in teaching and training, within any environment, will gain important insights and strategies for teaching Web search skills.

W7

Web 2.0 & Library 2.0 ■ Hot topics for 2006!

For more info, check out

TUESDAY KEYNOTE

Challenges of Cyberinfrastructure & Choices for Libraries

WORKSHOPS

W10 Web 2.0: A Users' Guide

SESSIONS

- B101 Public Library 2.0
- C104 Digital Migration Strategies
- D101 The Web 2.0 Challenge to Libraries
- D102 Innovative Uses of Web 2.0 Technologies
- C301 Technology Training in a Library 2.0 World

CHECK

www.infotoday.com/il2006 for conference updates.

Searchers Academy

9:00 a.m. – 4:30 p.m.

MODERATOR: **Mary Ellen Bates**, *Principal, Bates Information Services*
 FACULTY: **Chris Sherman**, *Editor, SearchEngineWatch*
Gary Price, *Director, Online Resources, Ask.com, & Publisher, ResourceShelf.com*
Greg Notess, *Publisher, 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, speakers, 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 fast-paced, 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 of Web research. There’s always something new to be learned from these leading-edge panelists. Participants should have basic experience with Web searching, but even searchers with extensive Internet background will find tips to polish and advance their skills and will certainly come away with new resources and tools. Academy topics will include:

- Search Engine Review: A look at key features of general-purpose and highly specialized search engines, specialized directories, and guides.
- Searching the NEW Web: Learn about what’s new in searching podcasts, tracking memes, social bookmarking services, and other portions of the “new Web.”
- Tips for Using the Top Search Engines: An in-depth review of the hidden and undocumented features of Google and Yahoo!.
- Cool Tools & Techniques: Learn about new resources and tools for searching more effectively.

Web Managers Academy: Survival Guide for Library Web Site Redesigns

9:00 a.m. – 4:30 p.m.

Darlene Fichter, *Data Library Coordinator, University of Saskatchewan*
Frank Cervone, *Assistant University Librarian for Information Technology, Northwestern University*
Jeff Wisniewski, *Web Services Librarian, University of Pittsburgh*
Marshall Breeding, *Director, Innovative Technologies and Research, Vanderbilt University*

Does your library Web site need a redesign? What are the signs? Where do you start? One place to begin is by analyzing the strengths and weaknesses of your current site. Learn how to use Web site analytic tools to discover how the current site is used. Pick up new usability methods that can help you test proposed revisions early so that the new design doesn’t just “look” better, but also “works better” for the users. See how other libraries are using content management systems, database-driven content, federated search, and OpenURL resolvers to provide customized and personalized content for users. Explore how social software applications including blogs, wikis, tagging and RSS fit in the mix. Pack your toolbox and take home tips, tools, checklists, and new design techniques that you can immediately put to use. Learn about common pitfalls and success factors for library redesigns. Topics will include:

- Redesign process
- Practical project management
- Web content management systems
- Usability and ethnographic methods: affinity mapping, photo reports, and map diaries

Web 2.0: A Users’ Guide

9:00 a.m. – 12:00 p.m.

Ran Hock, *Online Strategies, & Author, The Extreme Searcher’s Internet Handbook*

It is time to separate out the hype regarding “Web 2.0” and get down to “What is it really?” and “What can it do for me?” After a brief look at the technical side, including the terminology, etc., this workshop focuses on what Web 2.0 is really about, “the user,” and looks at the central facets of Web 2.0, including participation, publication, social software, sharing, “the Web as platform,” and more. It is filled with examples of Web 2.0 in action, includ-

W8

ing some things you may already be using but just didn’t realize it, plus things you should be planning to use, as well as a look at where Web 2.0 is headed.

Social Tools for Your Library

9:00 a.m. – 12:00 p.m.

Aaron Schmidt, *Reference Librarian, Thomas Ford Memorial Library, and author of walkingpaper.org*

Socialize your library with the latest social software—instant messaging, Weblogs, wikis, social browsers, Flickr, del.icio.us, and more. Use these new technologies to create and cement your online presence within your community whether you are a public, academic, special, or school library. Filled with practical examples of libraries utilizing these techniques, this workshop provides lots of easy-to-implement ideas for your environment.

W11

Tips & Strategies for Launching an IM Reference Service

9:00 a.m. – 12:00 p.m.

Amanda Etches-Johnson, *Reference Librarian, McMaster University*

IM the library! If your users are on instant messaging (IM), your library should be too! This workshop explores the potential for using instant messaging to communicate with users and provides participants with a road map for planning and launching an IM service at their library. Using case studies and real-world examples, the workshop covers a range of considerations, from planning and staffing to technological considerations and best practices for running an IM reference service at your library.

W12

Current Awareness Delivery Options

9:00 a.m. – 12:00 p.m.

Gary Price, *Co-Author, The Invisible Web, Director, Online Resources, Ask.com, & Publisher, 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 and 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 newsfeeds. Get up-to-speed on the latest techniques and thinking on this crucial topic.

W13

Project Management for Libraries

9:00 a.m. – 12:00 p.m.

Mary Auckland, *O.B.E., Consultant, & former Director, Library and Learning Resources, University of the Arts, London, U.K.*

This half-day workshop explores the elements of successful project management and how projects might best be planned, implemented, and monitored. Aimed at anyone responsible for managing a project within their library or information organization, this interactive workshop encourages participants to share their own experience and knowledge. It discusses key factors related to successful project management, methodologies and tools, proven techniques and tips for managing projects, and examples and case studies.

W14

Hiring, Keeping, & Working with Techie Staff

9:00 a.m. – 12:00 p.m.

David King, *Acting IT Director, Kansas City Public Library*

How can libraries hire and keep technically savvy staff? This workshop provides guidance in three areas. “How to hire technically savvy staff” focuses on writing and placing a job ad for techie staff; what to look for when weeding applications; and how to “grow your own” IT staff. “How to keep techie staff” focuses on ways to keep the techie job interesting and ways to reward techies for their work. “How to best interact with techie staff” discusses how nontechies and techies can successfully interact during a project. Using lots of examples, this workshop provides tips and proven techniques for hiring and keeping tech-savvy staff.

W15

Mining Blogs & RSS for Research

1:30 p.m. – 4:30 p.m.

Sabrina Pacifici, Law Librarian, & Editor/Publisher of LLRX.com and beSpacific.com

This workshop focuses on leveraging the best of free and low-fee Web sites as well as Web-related services to support research services. It includes “best of the Web” for CI (competitive intelligence), legislation, news, public services, government documents, and information—sites you need to know about and incorporate in your daily work routine.

W16

quicker ways to create tutorials to transfer information and demonstrate online library resources. New tools make it quick and easy to create online demonstrations and tutorials with a minimum of effort, to record screen actions, and to add a voice commentary. Explore using software such as Camtasia, Captivate, and Wink to quickly create online tutorials for your distance users.

Wikis: Basics, Tools, & Strategies

1:30 p.m. – 4:30 p.m.

Meredith Farkas, Distance Learning Librarian, Norwich University

Wikis allow for unprecedented collaboration and knowledge-sharing, and have the potential to fill many needs in the library and information profession. This half-day workshop by an expert wiki creator discusses the basics of wikis – what they are, how they can be used, and how to successfully implement one at your library. It covers wiki concepts and uses many real-world applications to illustrate the power and ease-of-use of wikis. Learn about the many ways wikis can be used in libraries and the information industry. Gather lots of ideas and links to free resources for creating your own wiki as well as tips for making them successful in your environment.

W17

Integrating RSS into Your Web Site

1:30 p.m. – 4:30 p.m.

Michael Sauers, Internet Trainer, BCR

RSS feeds are an excellent way to receive information from the Internet today. What many people don't know is that you can receive that information and easily repurpose and republish it on your Web site with little technical know-how. Imagine automatically posting up-to-date local or industry headlines on your library's home page. This is what you can do in just a few simple steps. Our expert Internet trainer shows you how to do just this. This workshop also covers additional RSS tools and services, including one that will create feeds from content without its own feed and another that will turn your text-based content into a podcast automatically.

W19

Creating Online Tutorials in Less Than 30 Minutes

1:30 p.m. – 4:30 p.m.

Greg Notess, Montana State University

Online tutorials used to be extremely time-intensive to create. With the increase in reference and instruction to distant users in all types of libraries, as well as the need for just-in-time learning in many organizations, we need

W18

Digital Initiatives: Ask the Expert

1:30 p.m. – 4:30 p.m.

Roy Tennant, California Digital Library

This informal and interactive workshop provides attendees with access to a digital expert who has been designing, developing, and troubleshooting digital libraries for many years. Possible topics for discussion include strategies for putting more stuff online, providing better and easier access to both your print and online collections, and effective tools and technologies. Bring your questions and challenges to this workshop where you create the agenda. Submit your suggestions/feedback on the IL wiki.

W20



- >> Articles and columns relevant to library systems, Internet products and services, optical media, information access and delivery, and online products and services
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**COMPUTERS
& LIBRARIES**

OPENING KEYNOTE

Grabbing Attention: Keeping Pace with Readers & Technology

9:00 a.m. – 9:45 a.m.

J. A. Jance, Author, *The Edge of Evil* & many J. P. Beaumont & Joanna Brady mysteries

With an M.Ed. in library science, experience in a K-12 library, and 35 books to her credit, popular mystery writer and author J. A. Jance shares where she gets ideas for her books — like the blogging journalist in *The Edge of Evil*, how she incorporates new technologies such as blogs into her material, and how she stays on top of what people want to read. Her stories are sure to stir your thoughts and stimulate new ideas for grabbing attention in your environment and keeping pace with your clients!

Coffee Break

9:45 a.m. – 10:15 a.m.

INFORMATION DISCOVERY & SEARCH
TRACK A

Discovering and finding information is the shared goal of info pros and end users alike, even if we info pros like to search and search and search! This series of programs looks at what's new for researchers and highlights many tools and tips for efficient information discovery and findability.

Moderated by **Anne Mintz**, *Forbes Inc.*

Search Engine Report

A101

10:15 a.m. – 11:00 a.m.

Chris Sherman, Associate Editor, *SearchEngineWatch*, Author, *Google Power*, & Co-Author, *The Invisible Web*

This session looks at the trends in the search engine market. It highlights recent 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 dramatic changes may lie ahead. Come hear his predictions.

30 Search Tips

A102

11:15 a.m. – 12:00 p.m.

Mary Ellen Bates, *Bates Information Services*

Want to turbocharge your Web research? This popular 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!

Lunch Break

12:00 p.m. – 1:15 p.m.

New Search Strategies:
Advanced Techniques, Approaches, & Sources

A103

1:15 p.m. – 2:00 p.m.

Greg Notess, *Montana State University Library*, & Publisher, *SearchEngineShowdown.com*

This session takes a deeper look at some advanced search techniques at Google and other search engines. Explore different approaches to finding information that is otherwise difficult to locate and traverse some unusual search tools. Notess includes 10+ tips with an in-depth how-to discussion of each.

Searching the New Digital Formats

A104

2:15 p.m. – 3:00 p.m.

Sabrina Pacifici, Editor & Publisher, *LLRX.com* & *beSpacific.com*

Greg Schwartz, *Louisville Free Public Library*, & Publisher, *Open Stacks Weblog*

Pacifici discusses tools and techniques for searching the blogosphere and mining information in Weblogs. Schwartz provides an overview of the strategies and tools available for discovering information-rich podcasts in your topic area.

Federated Search: State of the Art

A105

3:15 p.m. – 4:00 p.m.

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

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

Thinking about federated search for your library? In order to identify a system that meets your institution's needs, you need to know what's available. From just a few key players a few years ago, the federated search marketplace has taken off, with numerous vendors, some familiar, some not, offering a multitude of systems with different feature sets. From basic search and retrieval to clustering and visualization, this session describes the array of products available and helps you make sense of the dynamic federated search marketplace.

Keeping One Click Ahead

A106

4:15 p.m. – 5:00 p.m.

Gary Price, Director, *Online Resources*, *Ask.com*, & Publisher, *ResourceShelf.com*

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

Keeping up with all the changes in our industry and one step ahead of our clients is one of the biggest challenges for info pros. This expert panel shares tips and techniques for improving your chances of staying in step with our fast-changing online information world.

PUBLIC LIBRARIES' FUTURES
TRACK B

This track focuses on planning, people, and participation. It explores the shift toward patron involvement, librarians building resources for collaboration and communication, and how public libraries (PLs) are changing to meet the needs of the plugged-in, socially networked user.

Organized and moderated by **Jenny Levine**, *The Shifted Librarian*, & **Michael Stephens**, *Dominican University*

Public Library 2.0: Emerging
Technologies & Changing Roles

B101

10:15 a.m. – 11:00 a.m.

Michael Casey, *Gwinnett County Public Library*

Jenny Levine, *American Library Association*

Michael Stephens, *Dominican University*

The panel examines Library 2.0 thinking, the traits of Librarian 2.0, and describes concrete examples of 2.0 libraries in action. Get lots of take-aways you can implement in your environment!

Delighting PL Users: Personas in Action

B102

11:15 a.m. – 12:00 p.m.

Stephen Abram, VP Innovation, *SirsiDynix*

User-centered planning begins here! Developing a deeper understanding of users is essential, particularly in terms of their needs, preferences, and

desires; their goals and aspirations; expectations and assumptions; values and beliefs; and their tolerance for risk and change. Based on a project that collected the stories of library users, this session shares the results, personas, learnings, and strategies for delighting public library users.

Reaching Patrons: Online Outreach for PLs

B103

1:15 p.m. – 2:00 p.m.

Sarah Houghton, San Mateo Public Library

This session discusses practical ways for libraries to delve into online outreach: getting the library “out there,” where the patrons are online. Issues addressed include: the need for online outreach, how to determine where your users spend their time online, making your library findable on the Web in useful ways to your users, and a list of places on which to make sure your library has a presence, such as Wikipedia, Craigslist, social networking sites (i.e., MySpace or Facebook), community calendars, library directories, Open WorldCat, IM, and other local sites. The session provides tools, ideas, and a step-by-step checklist to take back to your library.

Web-Based Experience Planning: Creating User-Centered Experience

B104

2:15 p.m. – 3:00 p.m.

David King, Kansas City Public Library

Depending on their training, the Web design community is talking about “user experience,” “interaction design,” or “experience planning”—all phrases that focus on the overall impression that the visitor has of your site. Experience planning puts the customer first, focusing on the visitor’s experience when they visit a store, buy a product, or visit a Web site. King explores the concept of experience planning for libraries, describes what works for the Web, and provides library examples of how to transform a Web site from transaction- and information-based to experience-based.

OPAC Tips & Tricks for Improving User Experiences

B105

3:15 p.m. – 4:00 p.m.

Glenn Peterson, Web Administrator, Hennepin County Library
Nanette Donohue, Technical Services Manager, Champaign Public Library

For many of us, our library’s catalog and Web site seem to exist in parallel universes. Peterson offers examples, both simple and complex, of libraries making these two play well together so their Web presence is richer and more user-friendly by enabling the following: allowing patrons to move easily between the two while staying “logged in,” linking your booklists into your catalog, linking back to your Web site for patron reviews and other community-building content. Donohue discusses a major Web site renovation, including an improved, customized user interface for their Sirsi Dynix Horizon Internet Portal (HIP) OPAC. By surveying patrons and library staff and examining other libraries’ OPACs, the library staff, in conjunction with a Web development team, developed the OPAC of their patrons’ dreams.

Synergy for Better Services: IT & Library Cultures

B106

4:15 p.m. – 5:00 p.m.

Kathryn Deiss, Metropolitan Library System
Matt Gullett, Imageon, Charlotte Mecklenburg Public Library

IT and library cultures differ in some significant ways. This session focuses on how IT and library people think and talk together. It begins by defining organizational culture and applies this definition to the cultures of IT and libraries in order to better discuss how these two different cultures can improve how they think and communicate with each other.

OPENING RECEPTION ■ Monday, October 23

Information Today, Inc. invites all conference registrants and exhibitors to a special Exhibit Hall opening reception on Monday, October 23 from 5:00 p.m. – 7:00 p.m. This is a great time to gather with fellow Internet Librarians and suppliers, renew acquaintances, meet new colleagues, sample tasty goodies, and check out the latest products and services in a relaxed atmosphere.

DIGITAL STRATEGIES FOR THE INFORMATION WORLD TRACK C

Dealing with a digital world presents many challenges. This series of talks presents some fresh ideas for increasing the use of online products, designing to minimize stress, cultivating tech-savvy staff, and creating multimedia projects and digital migration strategies. And, of course, it looks at the gadgets which will influence our digital strategies of the future.

Moderated by Donna Scheeder, Law Library of Congress

Increasing the Use of Online Products

C101

10:15 a.m. – 11:00 a.m.

Peter Simon, VP, Product Management, NewsBank Inc.
Lesley Williams, Head Information Services, Evanston (IL) Public Library
Lare Mischo, Automated Systems/Technical Services Manager, Tacoma Public Library

Jeff Wisniewski, Web Services Librarian, University of Pittsburgh

Assessments of library services have revealed a strong, direct correlation between patron use of online databases and the setup of library Web sites, home pages, and links for access. Based on the best practices of libraries, and with specific examples, the panel presents proven strategies for significantly increasing patron use of online databases, thus helping libraries maximize the return on investments (ROI) made in these resources.

Cultivating Tech-Savvy Library Staff: Competencies & Tips

C102

11:15 a.m. – 12:00 p.m.

Sarah Houghton, Information & Web Services Manager, San Mateo County Library

David King, Acting IT Director, Kansas City Public Library

Houghton discusses a practical approach to developing and implementing technology competencies for library staff. She covers the purpose of technology competencies, sample competencies, getting staff and administrative buy-in, different approaches to competencies (e.g., narrative, task-driven, etc.), staff competency assessment tools, developing training to help staff meet the competencies, setting goals and rewards for staff who meet the competencies, determining the success of the program, and the need for ongoing maintenance of the competencies. King gives tips on hiring and keeping tech-savvy staff.

Coping & Designing to Minimize Stress

C103

1:15 p.m. – 2:00 p.m.

John Kupersmith, Reference Librarian, University of California, Berkeley
Feeling mashed up? It’s not surprising. Internet librarians experience computer-related stress on a daily basis, and so do many of our users. The effects range from mildly stimulating to seriously harmful. In this talk, the author of “Technostress and the Reference Librarian” will share survey results on librarians’ stress, ideas for coping with technology overload, and tips for designing Web sites and systems to minimize stress for the user.

Digital Migration Strategies

C104

2:15 p.m. – 3:00 p.m.

Kevin Novak, Chief, Web Services Division, Office of Strategic Initiatives, Library of Congress

The tremendous growth in Internet and Web usage and consumer bandwidth capacity is changing the way users interact with information by turning this into a more dynamic, collaborative environment. In migrating from legacy systems to current tools, Web 2.0 platforms, services, and new approaches to information access, there are many issues: migrating legacy data and applications; assessing traditional reference services versus online models; migrating outdated interfaces using new design principles; designing for multiple, diverse communities; integrating unique data types to deliver seamless resource discovery; approaches to design validation and user-assessment, and transforming staff into a knowledge-based workforce. This session focuses on these issues using THOMAS, a legislative database that has served legislators, researchers, policy advocates, and citizens for more than 10 years, as an example. Solutions, lessons learned, and next steps are covered.

The Second Life Library 2.0: Going to Where the Users Are

3:15 p.m. – 4:00 p.m.

Lori Bell, Director of Innovation, Alliance Library System
Tom Peters, CEO, TAP Information Services
Michael Sauers, Internet Trainer, BCR

In April 2006, the Alliance Library System put out a call for librarians interested in participating in a project to set up a library presence in the virtual-reality world of Second Life. By the end of the month, more than two dozen librarians from around the world were meeting at a brand-new virtual library to staff the reference desk and discuss collection development, online programming, and library services. Since then, the response has only grown, and Second Life citizens are taking advantage of all the library has to offer. Our speakers provide an overview of Second Life, the creation of the library, and the services that are now being offered in this completely virtual environment.

C105

Gadgets, Gadgets, Gadgets!

4:15 p.m. – 5:00 p.m.

Barbara Fullerton, Manager, Library Relations, 10K Wizard
Sabrina Pacifici, Editor & Publisher, LLRX.com & beSpacific.com
Aaron Schmidt, Thomas Ford Memorial Library

Join our experienced and popular panel in a fun and fast-paced tour around the changing world of gadgets as they look at the latest in products, services, and tools that will influence our digital strategies.

C106

WEB DESIGN & DEVELOPMENT TRACK D

The Web is changing and library Web sites are changing along with it. Library Webmasters are adopting Web 2.0 ideas and technologies in order to create better sites. As the number of virtual visits to library Web sites continues to rise, having a Web site that works well has become a mission-critical operation. Library Web managers and developers share their ideas about understanding customers better by analyzing usage patterns, conducting usability studies, and carrying out ethnographic studies. Find out how they put that data to work to create a better user experience.

Organized and moderated by Darlene Fichter, University of Saskatchewan

The Web 2.0 Challenge to Libraries

10:15 a.m. – 11:00 a.m.

Paul Miller, Technology Evangelist, Talis Information Ltd

When discussing "Web 2.0," we tend to consider user-centric and participative Web applications, or the unlocking of previously hidden potential in huge repositories of data. In the library world, the opportunities offered by these new approaches and our own new ways of thinking are significant, and "Library 2.0" is gaining traction as a term to label many of these opportunities. Library patrons need not turn away to Google, Amazon, eBay, Flickr or their equivalent for fantastic, participative experiences. The same, and more, is also possible from their local library, and this presentation explores some of the libraries on the leading edge, and reveals greater opportunities when librarians, vendors and patrons work together and share innovation.

D101

Innovative Uses of Web 2.0 Technologies

11:15 a.m. – 12:00 p.m.

Karen Coombs, Head of Web Services, University of Houston Libraries (UH)

Jason A. Clark, Digital Initiatives Librarian, Montana State University

Web 2.0 technologies have become an important part of many Web sites but few library Web sites have seamlessly integrated them. Coombs describes the building of a new Web site at the UH libraries that incorporates Web 2.0 technologies. Looking under the hood, she discusses the use of open standards, open source software, collaborative social software, and the integration of the catalog and electronic resources. Clark

D102

explores how folksonomies are an effective way to empower library users and aid findability. Find out how to start building a folksonomy for common library services such as a list of databases or a digital library project. Take away ideas about how to harness Web 2.0 technologies for your library Web site.

Using Ethnographic Methods to Know Your Users

1:15 p.m. – 2:00 p.m.

Judi Briden, Digital Librarian for Public Services,
Katie Clark, Director, Science and Engineering Libraries, &
Isabel Kaplan, Engineering and Earth Sciences Librarian,
University of Rochester River Campus Libraries

A team of librarians and staff set out to discover how today's undergraduates write their papers and do their assignments. The study team, guided by an anthropologist, explored how students interact with the libraries' staff, facilities, and resources. Team members describe some of the ethnographic methods used in the study including retrospective interviews, photo surveys, co-viewing, mapping, and dorm visits. Hear how new ideas and insights generated by their research are improving the libraries' facilities, reference outreach, and Web pages.

D103

Cool Tools and Mashups for Webmasters

2:15 p.m. – 3:00 p.m.

Darlene Fichter, Data Library Coordinator, University of Saskatchewan
Frank Cervone, Assistant University Librarian for Information Technology, Northwestern University

Hop on board and look at some great tools and mashups that can help make your Web site shine and delight your visitors. Our experts and popular speakers are back with a whole new roster of free or inexpensive tools that can help you promote your Web site better, increase user participation, track online usage, get started with mashup developer toolkits, and more. Some of these tools don't require any programming know-how whatsoever. Pack your toolbox with inexpensive (or free) Web tools to put to use on your site.

D104

Library Redesign: Making the Data Work Harder

3:15 p.m. – 4:00 p.m.

Steve McCann, Digital Projects Librarian, University of Montana
Amanda Hollister, Information Technology and Reference Librarian,
SUNY Cortland

What can we learn about designing better Web sites by analyzing data that we're collecting? McCann analyzed North American academic library Web sites and compared page designs with sampled site traffic to see what site designs work best. Using freely available data from Alexa and the Wayback Machine, as well as other sources, McCann describes the sometimes surprising results and shares links to the source data. Hollister describes how Memorial Library analyzed the popular paths that different user groups follow on the library Web site. Learn how the library has started to use the information about paths and user groups to create a personalized Web site that begins to push customized data to users shortly after entering the site.

D105

Bottom-Up Web Redesign

4:15 p.m. – 5:00 p.m.

Jeff Wisnewski, Web Services Librarian, University of Pittsburgh
Athena Hoepfner, Electronic Resources Librarian, University of Central Florida

Karla Saari Kitalong, Associate Professor and Director of the Institute for Technical Documentation, University of Central Florida

Web site redesign used to be a chore, but no longer! By using a process that combines evidence-based design, user-driven planning, and extensive user testing, you can create a site that practically designs itself. Wisnewski will map out how a bottom-up design process is both easier, as well as more effective, at producing an attractive and functional Web site that meets user needs. Hoepfner and Kitalong will zero in on one technique, affinity mapping, that can be employed to gather user input about a Web site's organization. Pick up practical advice and tips for conducting an affinity mapping exercise at your library.

D106

KEYNOTE

Challenges of Cyberinfrastructure & Choices for Libraries

9:00 a.m. – 9:45 a.m.

Clifford Lynch, Executive Director, Coalition for Networked Information

The National Science Foundation has a cyberinfrastructure vision for 21st-century discovery. The new Web 2.0 platform holds many possibilities for the information world. Lynch discusses the implications and impact and provides insights for libraries, information services, information professionals, and their communities.

Coffee Break

9:45 a.m. – 10:30 a.m.

INTEGRATING CONTENT: CM & MASHUPS FOR LIBRARIES TRACK A

From music to maps, mashups are popping up all over, serving up delicious new content for Web site visitors. Learn more about designing and integrating compelling content to create mashups and new products and services for your clients and see lots of examples of existing mashups.

Moderated by **Richard Hulser**, *Amgen*

What's a Mashup & Why Would I Want One?

A201

10:30 a.m. – 11:15 a.m.

Darlene Fichter, Data Library Coordinator, University of Saskatchewan

A "mashup" mixes content from independent sources to create something new. Many mashups are simple to create and require little technical know-how, allowing Webmasters of all sorts to put on their creative thinking cap. Jump on board and take a tour of interesting mashups, including library mashups, and explore the opportunities for libraries and how to remix library and other content to create new and innovative services. Take away tools that you can use to build mashups, for users or yourself, and recommended sites to learn more.

Mashup Mind-Set: Designing Compelling Content

A202

11:30 a.m. – 12:15 p.m.

Tom Reamy, KAPS Group

There are three essentials to creating a content-rich integrated experience: a good semantic foundation, a complex set of content evaluation rules, and smart feedback. The semantic foundation consists of taxonomies and vocabularies, the right metadata, and a structured representation of audiences. The content evaluation rules need to be flexible enough to help evolve your content rather than just set up a static collection of content. The last item looks at how to get better feedback on the way users are evaluating your content, how they are finding your content, and why they are using your content. Compelling content creation needs to be viewed not just as a library of content or a standard portal Web site, but more as a life-form. This session blends ideas from library science, cognitive science, and complexity theory with a strong foundation in basic information systems design and information architecture to present a novel way of organizing and growing your integrated content creation.

Lunch Break—A Chance to Visit the Exhibits

12:15 p.m. – 1:15 p.m.

Mashup Applications

A203

1:15 p.m. – 2:00 p.m.

Chris Deweese, Internet Applications Developer, Lewis & Clark Library System (LCLS)

John Blyberg, Ann Arbor District Library (AADL)

Deweese talks about creating a mashup with Google Maps to visually show the LCLS delivery routes to member libraries. Providing access and availability to large reservoirs of data allows users to benefit from these resources while also promoting the development of creative new tools that interface with our systems. Blyberg discusses the "developer's OPAC" — a set of publicly available tools that provide access to our catalogs, demon-

strating the tools AADL has made available via XML/REST and the type of development the service has spawned.

Delivering Individualized Library Content: Portals & the Future of Library Web Sites

A204

2:45 p.m. – 3:30 p.m.

Tom Ipri, Connelly Library, La Salle University

Getting involved in its campus-wide portal project has allowed Connelly Library to integrate library services into its populations' portal experience. LaSalle students use the portal on a daily basis and having a strong library presence ensures that they are aware of and have access to the many services offered. The library has found innovative ways to use HTML, RSS feeds, and open source software to strengthen and customize the library's presence. The more that is brought into the portal, the more questions are raised about the function and future of the library's Web site. Gain ideas from one university's experience in bringing many useful functions to the portal with a very limited staff.

Networking Break—A Chance to Visit the Exhibits

3:30 p.m. – 4:00 p.m.

Mashups in Action: Tools

A205

4:00 p.m. – 5:00 p.m.

Justine Wheeler, MBA Librarian, & Sharon Neary, Data Librarian, University of Calgary
Patrick Spain, Chairman & CEO, Highbeam Research Inc.

With the increasing popularity of mashups, many are discovering what data librarians have known all along: Data is powerful. Wheeler discusses alternative sources of data, which allow researchers to manipulate and extract data to correspond more closely with their needs. She includes free sites that support customization of data output, such as maps and charts; sites that provide data files; and data extraction tools that cover sociodemographic and business data in the U.S. and internationally. Spain talks about allowing researchers to create their own mashups, including packages of free and premium content, images, and more for their own personalized packages. He discusses the future work flow management tools that will enable researchers to better manage all levels of the research process.

ENTERPRISE WEB STRATEGIES & TOOLS TRACK B

This track focuses on strategies, tools, and practices by special librarians and information professionals within many different enterprises. It covers working with social software, collaboration spaces, integrating content, and more.

Moderated by **Stephen Abram**, *VP, Innovation, SirsiDynix, & President Elect, SLA*

Determining and Communicating Value

B201

10:30 a.m. – 11:15 a.m.

Joe Matthews, Author, The Bottom Line: Determining and Communicating the Value

Have you assessed the value of your library and its services in the lives of your customers? The assessment of value is even more difficult as libraries

provide desktop access to an increasing array of electronic resources. This session looks at the benefits potentially available to library customers, approaches used by different types of libraries — special, academic and public, and discusses ways to gather customer outcome data along with the use of the balanced scorecard as a way to communicate the library's value to its various stakeholders and funding decision makers.

Information Skills & Enterprise Collaboration

B202

11:30 a.m. – 12:15 p.m.

Christopher Connell, Institute for Defense Analysis (IDA)

Collaborative information technologies at the enterprise level present an exciting opportunity for librarians to share their skills and expertise in information organization, selection and delivery of value-added content, and integration of corporate information resources. This case study illustrates how library staff at IDA rose to the challenge and contributed widely to an information technology (IT) departmental initiative establishing an electronic collaborative work space for project teams and other functional groups within the organization. It covers project goals, implementation strategies, corporate culture, and the library's creative use of platform tools and other resources to share information and make its point.

Lunch Break—A Chance to Visit the Exhibits

12:15 p.m. – 1:15 p.m.

Using Wiki Software in a Newsroom Environment

B203

1:15 p.m. – 2:00 p.m.

Maureen Clements, National Public Radio (NPR)

This session looks at implementing an internal wiki to serve the information needs of the library as well as the diverse needs of the newsroom at NPR. It discusses the challenges of a small special library, including training (and convincing) reporters, producers, and editors to use wiki software when they may not understand the concept of social computing; managing a wiki when the resources are limited; and determining the type of content to include on the wiki site. It also covers wiki implementation lessons learned, marketing the wiki to the news staff, training tips, and a live demo.

Networking Break—A Chance to Visit the Exhibits

2:00 p.m. – 2:45 p.m.

Web Lessons

B204

2:45 p.m. – 3:30 p.m.

Pamela Clark, Director, Corporate R&D, AIG

Pamela Gore, Technical Analyst, HP Labs Research Library

Jenny Spadafora, Community Evangelist, Innovation Lab, Intuit

Filled with tips and techniques, this session focuses on key issues for info pros dealing with library Web sites, corporate intranet sites and blogging behind the firewall. Clark provides strategies for finding information and content on corporate Web sites. Gore illustrates how a well-planned, written, and organized FAQ improved user experience and library credibility. Spadafora discusses how combining blogs, wikis, del.icio.us bookmarks, feed, and other services using social software means working smarter, not harder.

Intranet Content: Surfacing Full-Text News

B205

4:00 p.m. – 5:00 p.m.

Barrett Jones, International Monetary Fund

Elena Maslyukova, World Bank

The World Bank and the International Monetary Fund are two separate institutions with separate technical infrastructures. Both institutions use Factiva for full-text news. The World Bank has taken one approach to integrating Factiva news feeds into its corporate intranet. The IMF has taken another approach. The two approaches tackle the same problem in very different ways and are described by speakers.

DIGITAL REPOSITORIES TRACK C

By leading the way in institutional digital repository implementation, libraries have an opportunity to move from being passive transfer agents of information to active partners in dissemination. As digital publishing technologies transform the structure of scholarly communication, libraries must be—and, in some cases are—setting the pace. Join us for a look at the issues, key components, and working examples of digital repositories.

Organized and moderated by D. Scott Brandt, Purdue University Libraries

Repositories & Digital Initiatives

C201

10:30 a.m. – 11:15 a.m.

Frank Cervone, Information Technology Librarian, Northwestern University

Institutional digital repositories are all the rage, but not all repositories are created equal. Learn about the issues involved in setting up a repository, what software is available, how a repository works, and how it can substantially improve digital preservation. Through this step-by-step road map and looking at examples of repositories that have been implemented, you'll leave this session understanding key issues related to repositories and libraries and ready to plan for your own.

Repositories in Action

C202

11:30 a.m. – 12:15 p.m.

Judi Briden, Digital Librarian, Public Services, University of Rochester

Marshall Breeding, Director for Innovative Technologies and Research, Vanderbilt University

Case studies in this session illustrate the diversity and similarities in repositories. Briden discusses developing UR Research, her university's DSpace institutional repository, as well as its current state. Breeding highlights Vanderbilt's Television News Archive. Join our speakers as they share their experiences, learnings, challenges, and more.

Lunch Break—A Chance to Visit the Exhibits

12:15 p.m. – 1:15 p.m.

TUESDAY EVENING SESSION

Scholarship in Chaos! Flying High on the Web? or in Free Fall?

7:30 p.m. – 9:00 p.m.

Organized by Barbara Quint, Editor, Searcher Magazine

Moderated by Rich Wiggins, Michigan State University

Anurag Acharya, Engineer, Google; Thiru Thirumalai-Anandanpillai, Microsoft; Sharon Mombru, Elsevier Scirus

Fifty years ago, the demands of an explosive increase in the quantity of sci-tech content posed a life-altering challenge to access tools. The response to that challenge ultimately led to the digital technologies we have today. Now, an explosion of delivery power in digital technologies could realize a dream of delivering all scholarly content to anyone anywhere in the world. But that same explosive power threatens to damage, even destroy, the traditional structure of scholarly publication. Will scholarly Web search engines replace traditional abstracting and indexing services? Will Open Access replace traditional publishers? Acting together, will the two replace academic libraries? A panel of players, including the people behind Google Scholar, Microsoft's Windows Live Academic Search, and Elsevier's Scirus, along with forward-looking representatives of traditional services, share their insights and answer your questions. You might even find out how to conduct a comprehensive author bibliography in the Third Millennium!

Repository Essentials: From Soup to Nuts

C203

1:15 p.m. – 2:00 p.m.

Roy Tennant, University of California, Berkeley

This session describes what's needed to create and manage an institutional repository, from software options to implementation models. It looks at the do's and don'ts of building a repository, highlights applications, and provides lots of tips and cautions.

Repositories & the Impact on Digital Librarians

C204

2:45 p.m. – 3:30 p.m.

D. Scott Brandt, Purdue University Libraries

Purdue U librarians engage in library-science-based research in collaboration with university researchers to help support the university's strategic research mission. Brandt discusses one large initiative, the development of a distributed institutional repository (DIR) to meet the needs of researchers who ask for help in organizing, storing, disseminating, and providing an opportunity to repurpose their data and research outputs in new and interesting ways. The DIR serves as a platform for carrying out research and honing skills, along with advancing the faculty's progress in interdisciplinary research, negotiating grants, and funding. Brandt also talks about the new positions of data research scientists and research systems administrator, which support interdisciplinary research.

Partnerships in Archiving

C205

4:00 p.m. – 5:00 p.m.

Dan Avery, Technical Product Manager, Archive-It & Molly Bragg, Partner Specialist, Internet Archive
Julia Daniel, Public Services Librarian & Webmaster, University of Michigan Transportation Research Institute (UMTRI)
Everyl Yankee, CEO, Yankee Ingenuity

At the forefront of archiving and preserving the Web, the Internet Archive is working with partners such as the Library of Congress, the U.S. National Archives, and other national libraries worldwide, and the IIPC (International Internet Preservation Consortium). Hanna and Bragg talk about the Archive-It Web archiving application developed by Internet Archive for use by smaller institutions such as state and university archives. The Web-based application enables organizations to build, manage, store, and search collections of archived Web pages. Daniel and Yankee discuss the process and tools used by UMTRI to provide a robust information services network for its researchers, partners, and collaborators, including a custom PHP open source content management system that uses the Institute's newly designed faceted taxonomy and metadata scheme for precision search results.

SOCIAL COMPUTING TRACK D

As Newsweek reported, social computing is putting the "we" in the "Web." Using technology to humanize our libraries is important, exciting and rewarding. The examples of social software tools and applications you'll hear about are sure to inform as well as inspire. With the skills you'll pick up over the next two days you'll be able to enhance your library's Web presence and engage your community.

Organized by **Aaron Schmidt**, *Thomas Ford Memorial Library*,
 Moderated by **Mary Auckland**, *Consultant*

Podcasting & Videocasting

D201 & D202

10:30 a.m. – 12:15 p.m.

*Greg Schwartz, Louisville Free Public Library, & Publisher, Open Stacks Weblog**Jill C. Konieczko, Library Director, U.S. News & World Report**Sean Cordes, Assistant Professor, Iowa State University**Jeff Humphrey, Interactive Media Specialist, INCOLSA**David Free, Public Services Librarian, Georgia Perimeter College**David King, Kansas City Public Library*

Playable on personal computers, PDAs and iPods (thus the "pod" in podcast), podcasts are inexpensive and easy to produce and distribute. This

session starts with the basics of how to actually do podcasting, including the technology, software, etc. It then illustrates how various libraries are using podcasts for staff development, training, and learning. David King defines videocasting and provides examples, describes how to create and aggregate a videocast, and illustrates how a videocast can be used on a library Web site.

Flickr & Libraries

D203

1:15 p.m. – 2:00 p.m.

Michael Porter, OCLC Western
Fiona Hooten, National Library of Australia
Luisa Nunez, Universitat de Barcelona
Michael Sauers, BCR

Flickr is a treasure-trove for library professionals interested in community, connections, innovative software applications, and marketing. With a strong library-centric focus, this session starts with a brief look at libraries and librarians with Flickr accounts and then explores the largest and most active library/librarian photo group on the Internet, the Flickr "Libraries and Librarians" group with more than 550 members on six continents and 2,600 images. Entertaining recorded stories share observations and comments from speakers on other continents, including how participation turned into a partnership that created a mashup between Google maps and images in the Libraries and Librarians Flickr Group. A dynamic demonstration of third-party Flickr applications using Open API/Ajax, as well as tips and tricks, round out the program. This is the ultimate library professional's Flickr guide.

Networking Break—A Chance to Visit the Exhibits

2:00 p.m. – 2:45 p.m.

MySpace & Facebook

D204

2:45 p.m. – 3:30 p.m.

Aaron Schmidt, Thomas Ford Memorial Library
Cliff Landis, Valdosta State Library

Students are using social networking Web sites such as MySpace and Facebook to communicate with friends as well as finding popular movies to watch or books to read. These spaces for information-seeking behavior in students can be utilized by librarians for reference services and marketing. The Net Generation is adept at multitasking, so students can often be found studying and socializing at the same time. Schmidt talks about opportunities for using MySpace. Landis discusses how creating an Ask-A-Librarian group on Facebook, aimed at providing reference service at the point of need as well as being a marketing tool, telling students which services are available for their use both online and in the library.

Networking Break—A Chance to Visit the Exhibits

3:30 p.m. – 4:00 p.m.

**The RSS & JavaScript Cookbook:
Creating One Stop**

D205

4:00 p.m. – 5:00 p.m.

Meredith Farkas, Norwich University
Paul R. Pival, Distance Education Librarian, University of Calgary

Once you have developed services for your patrons using social software tools, your job is only half-finished. Just as important is getting your patrons to actually learn about and use the tools. The key ingredients for getting patrons to look at your blog, instructional screencasts, links to journal tables of contents, and social bookmarked subject guides are RSS and JavaScript, easy-to-use tools that are available in most social software applications. This session explores the uses of RSS and JavaScript in syndicating information from a variety of sources and presenting it on a single page. Using applications that are freely available online, users can create feeds, remix multiple feeds into a single integrated feed, and syndicate and publish any or all of the feeds onto a single page that acts as a one-stop-shop for patrons. This page could be on your Web site, on a departmental or faculty Web site, or even within a course management system such as WebCT or Blackboard. By the end of the session, attendees will be able to create their own unique recipe using RSS and JavaScript.

KEYNOTE

Web Presence for Internet Librarians

9:00 a.m. – 9:45 a.m.

Shari Thurow, Webmaster & Marketing Director, Grantastic Designs Inc., & Author, Search Engine Visibility

With experience designing and marketing Web sites since 1995, our expert Webmaster provides solid strategies for creating the Web presence that you, your library, and your information services require for success. Her business insights and library science studies are perfect for the information space. Filled with tips and techniques for creating not only user-friendly sites but search-engine friendly sites, Thurow's thoughts and ideas for creating the ideal Web presence are not to be missed.

Coffee Break

9:45 a.m. – 10:30 a.m.

SEARCH ENGINES TRACK A

Search engines (SEs) rule today. Hear the latest tips, thoughts, and speculations about SEs, libraries, and information professionals.

Moderated by Richard Geiger, San Francisco Chronicle

The Best of Resource Shelf: SE Update

A301

10:30 a.m. – 11:15 a.m.

Gary Price, Director, Online Resources, Ask.com, & Publisher, ResourceShelf.com

Our expert shares his top tips and techniques from the search and search engine world to equip you with what you need to deal with our challenging digital world.

Social Computing: Shaping Libraries & Search

A302

11:30 a.m. – 12:15 p.m.

Chip Nilges, VP, New Services, OCLC

*Gary Price, Director, Online Resources, Ask.com
Search Engine Representatives*

Learn how the experts view the future roles of libraries, search engines, and others in the emerging area of social networks, social software, and other related technologies. Join panelists from different search engines as they discuss the impact of social networks and social technologies on the information industry.

Lunch Reception in the Exhibit Hall

12:15 p.m. – 1:45 p.m.

Web 2.0 & Library 2.0 ■ Hot topics for 2006!

For more info, check out

TUESDAY KEYNOTE

Challenges of Cyberinfrastructure & Choices for Libraries

WORKSHOPS

W10 Web 2.0: A Users' Guide

SESSIONS

B101 Public Library 2.0

C104 Digital Migration Strategies

D101 The Web 2.0 Challenge to Libraries

D102 Innovative Uses of Web 2.0 Technologies

C301 Technology Training in a Library 2.0 World

Comparing Book Search Engines

A303

1:45 p.m. – 2:30 p.m.

Greg Notess, Publisher, SearchEngineShowdown.com

Step back from the copyright debates and compare how Google Book Search, the Open Content Alliance, individual publishers' initiatives, and Amazon's "Search Inside the Book" actually work. What are their limitations? Learn how best to use these new tools to find the information needed within books online.

Using Google & SEs to Expose Digital Collections

A304

2:45 p.m. – 3:30 p.m.

Marshall Breeding, Director for Innovative Technologies and Research, Vanderbilt University Library

Using the Vanderbilt Television News Archive experience in expanding interest and exposure of its collection of digital video, Breeding illustrates how it increased sources of income by making metadata available for harvesting by the major search engines. Metadata that was otherwise hidden from search engine harvesting was presented in such a way that it could be harvested by search engines by creating static Web pages for each of the 805,000 abstracts within the Archive's TV-NewsSearch database. In addition to HTML-based site maps, the designers used the XML Sitemap Protocol developed by Google for efficient harvesting of the metadata and used the Google Webmaster's interface for monitoring how the site is accessed via Google. Learn about this successful strategy for increasing activity on the Archive's Web site, increased use of its collections, and significant increases in income.

HAND-HELD MOBILE INFORMATION TRACK B

Use what they own, go where they are – plugging the library into gadgets and habits. As more and more of our clients and staff members interact with the library using mobile hand-held devices, such as PDAs, iPods, and smart phones, it is increasingly important to understand both the possibilities and the limits of providing content and services for small-screen mobile devices. Learn about new devices, library applications, and take away ideas for life in the mobile future.

Organized and moderated by Megan Fox, Simmons College

Trends in Mobile Tools & Applications for Libraries

B301

10:30 a.m. – 11:15 p.m.

Megan Fox, Web & Electronic Resources Librarian, Simmons College

Fox provides a fast-paced overview of the current hardware available and how new technologies are making hand-held computers not just palatable but preferable for on-the-go users. She highlights the latest developments in applications for mobile and hand-held tools, and how these can and are being utilized by libraries and information seekers of all kinds. Come hear what's happening with traditional information vendors and mobile interfaces, the mobile optimized Web, point-of-need answers, reference texting, and multimedia (such as podcasting and location-free TV) for your mobile device.

Mobile Search**11:30 a.m. – 12:15 p.m.****Andy Yang**, *Mobile Search, Ask.com & representative from 4info*

Representatives from two of the hottest mobile search providers talk about the latest offerings from their companies and potential applications for information seekers and librarians. Users on the go don't want to wade through a list of Web results — they want an answer to their question. Hear what makes mobile search different from a regular search engine, learn about the most interesting and unique features of these two services, and get a sneak peek at what's coming down the development pike for mobile search.

B302

Lunch Reception in the Exhibit Hall**12:15 p.m. – 1:45 p.m.****The Mobile Computing Project****1:45 p.m. – 2:30 p.m.****Bradley D. Faust**, *Assistant Dean, University Libraries, Ball State University*

Come hear about experiences in developing a mobile computing compatible interface to library services and resources. The challenge is to retool complex, powerful, feature-rich interfaces for effective use on a powerful personal communication device with a very small screen and potential bandwidth limitations. This mobile computing project makes library resources and services accessible to users of wireless hand-held devices. Using their personal communication devices, students can access static content, the catalog (CardCat Mobile) and serial collections (Mobile Journals).

B303

Audio Guides, Tours, and More: Putting Patrons' Cells to Work**2:45 p.m. – 3:30 p.m.****David Asheim**, *CEO, Guide by Cell Inc.*

Cell phones are proliferating due to their market acceptability and diminished cost to buy and operate. Visitors can now use their own cell phones to access audio tours, which allows libraries to create multilanguage tours, guides, and instruction both rapidly and inexpensively, enhancing the visitor's personal experience. Guest-provided devices offer an entirely new way of interaction which, in turn, can transform the museum experience. Challenges abound, ranging from cell-phone coverage issues to current restrictions by some libraries on cell-phone use due to their possible disruptiveness. This session explores current cell-phone tours systems, presents research results, and takes a look at the future of this promising technology.

B304

**LEARNING & TRAINING
TRACK C**

The library's role in creating knowledge and learning has always been critical. This track explores how libraries are furthering their role in the learning process, both for their patrons and their staff, using the latest technologies and approaches. Never before has training been this exciting, with tools such as podcasting, blogs, wikis, and videoconferencing, and with methods based on gaming and messaging! Each session is truly a "learning opportunity" for training in the 2.0 world.

Organized and moderated by Rebecca Jones, Dysart & Jones Associates

Technology Training in a Library 2.0 World**10:30 a.m. – 11:15 a.m.****Michael Porter**, *OCLC Western***Brenda Hough**, *Technology Coordinator, Northeast Kansas Library System*

Many libraries have now been providing hands-on technology training for staff and for the public for years. However, as technologies continue to rapidly change and collaboration becomes ever more important, technol-

C301

ogy training needs to change, too. Three experienced technology trainers will discuss innovative ways to not only teach Web 2.0 technologies, but also how to capitalize on those technologies to make training more effective. Technology training in this new environment cannot be simple skills training. Instead, the emphasis is on creating adaptable and fluent users. Lists of practical 2.0 training technologies, techniques, and resources will be included in the session, as will multiple examples of successfully presented classes and training sessions using each of these technologies and techniques.

Training Tutorial Tour & Tips**11:30 a.m. – 12:15 p.m.****Greg Notess**, *Montana State University Library*

This interactive session critiques library tutorials with audience input on the pros and cons of each tutorial. We ask our users to evaluate resources, so let's evaluate our own. Gain tips and ideas for making your online tutorial more appealing and effective for your clients while avoiding common pitfalls.

C302

Lunch Reception in the Exhibit Hall**12:15 p.m. – 1:45 p.m.****Learning, Gaming, & Training****1:45 p.m. – 2:30 p.m.****Shu Liu**, *Metadata Librarian, Colorado State University*
Tammy Allgood, *Digital Delivery & Design Librarian,*
Aaron Rostad, *Arizona State University (ASU)*

Liu focuses on current developments of learning objects and provides real examples from academia and business. She covers what learning objects are, what their core characteristics include, and looks at the future of learning objects and their relations to library resources. ASU librarians talk about how they took into account the attributes of the "millennial generation" and are providing information in an engaging and interactive way. They began with a board game used in lower-division English courses to teach library instruction and created an online version. More than a tutorial, the online version is a fully interactive single-player game environment. An omnipresent map mode allows for fast exploration; first-person action mode allows for scripted interactions between characters and systems; problem-solving modes allow for task completion; resource allocation mode allows players to view and combine collected items. This game simulates the complex processes of selecting, using, and evaluating multiple sources of information within a library setting — an innovative way to teach information literacy and library skills.

C303

New Tools for Training**2:45 p.m. – 3:30 p.m.****Chad Boeninger**, *Reference & Instruction Librarian, Ohio University Libraries***Jeff Humphrey**, *Interactive Media Specialist, INCOLSA***Sean Cordes**, *Assistant Professor, Instructional Technology Librarian, Iowa State University*

Speakers demonstrate how various technologies extend training into the patrons' and library staffs' learning space "virtually" anywhere. Boeninger begins with a look at using instant messaging, a blog, and a wiki to reach patrons at Ohio University. Humphrey then describes how Webconferencing, streaming media, and IP videoconferencing are being utilized to expand traditional library staff development opportunities. Cordes wraps things up with a case study of a university library course using podcasts to support learning, including a practical walk-through of the podcast development process for the online course.

C304

CONFERENCE WIKI<http://il2006.pbwiki.com/>

Check it out for conference tips, networking, sightseeing, and more!

SOCIAL COMPUTING TRACK D

More ideas for engaging with your community.

Organized and moderated by **Mary Auckland**, Consultant

Wikis for Libraries

10:30 a.m. – 12:15 p.m.

Meredith Farkas, Norwich University

Nicole Engard, Web Manager, Jenkins Law Library

Mary Carmen Chimato, Head, Access Services, &

Darren Chase, Informatics Librarian, Health Sciences Center Library,

Stony Brook University

Marianne Kruppa, St. Joseph County Public Library

Chad Boeninger, Ohio University Libraries

This jampacked information session begins with a look at wiki applications and an overview of software used to build them. It then illustrates the use of wikis in several library applications, including a law library, internal use in an academic library, subject guides in a public library, and communicating with clients.

Lunch Reception in the Exhibit Hall

12:15 p.m. – 1:45 p.m.

D301 & D302

What's Hot & New with Social Software

D303

1:45 p.m. – 2:30 p.m.

Steven M. Cohen, Library Scientist, Pub Sub, & editor, Librarystuff.net
RSS, Weblogs, and wikis are rapidly changing the way we provide information to our consumers, work together in an organizational structure, and communicate. This session highlights cutting-edge tools and techniques for libraries, hot new trends, resources, and advice. Join our expert for insights and ideas.

Blogging Update: Applications & Tips

D304

2:45 p.m. – 3:30 p.m.

Aaron Schmidt, Thomas Ford Memorial Library

Walter Nelson, Webmaster, RAND Corporation

Karen Coombs, Head, Libraries Web Services, University of Houston

Nelson discusses the use of blog/RSS driven tools to update the Library "Announcements" section of the home page, as well as other applications using simple off-the-shelf technology to simultaneously update multiple Web pages, across multiple departments with multiple authors. Coombs talks about using blogging software to communicate and collaborate internally among library staff. Schmidt talks about various ways public libraries are using blogs. Speakers provide top tips for using blogs in library environments.

CLOSING KEYNOTE

Social Computing & the Info Pro

3:45 p.m. – 4:30 p.m.

Elizabeth Lane Lawley, Director, Rochester Institute of Technology, Lab for Social Computing, & Visiting Researcher, Microsoft Corp.

Information professionals have always been balanced at the center between knowledge, technology and people. Today, more than ever, we need to find ways to integrate our activities into our clients' and communities' work flows and lives. Lawley looks into the future at the opportunities and challenges associated with the new social technologies and practices, discusses recent research and trends, and provides thought-provoking insights for us as we plan for the future.

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- Conference packet
- Exhibitors' reception on Monday night
- Morning and afternoon coffee

Delegates are responsible for their own travel arrangements and hotel accommodations.

DISCOUNTS

Organizations sending more than one registrant can benefit greatly from the following rates for full conference registrations only: first person @ \$399; second person and all additional registrants @ \$245. After September 29, 2006 add \$10 to each level. All registrations for group discounts must be sent to Information Today, Inc. under one cover. (Many networks and regional library cooperatives are offering special discount rates. Contact your network director for further details.)

Discounts are not available for preconference workshops.

HOTEL INFORMATION

The Internet Librarian conference has arranged for room blocks at the Monterey Marriott and the Portola Plaza Hotel. Both hotels are offering a discounted rate of \$185/night to conference attendees who book reservations before Friday, October 6, 2006.

Remember to identify yourself as part of the Internet Librarian group when making your reservation. Room blocks are subject to availability, and therefore are not guaranteed. So, please book early!

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Phone: 831-649-4511

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Cancellations will be accepted if received in writing no later than September 29, 2006. Full refunds minus a \$50 processing fee will be issued. No refunds will be given after this date. Substitutions for the same amount of fees may be made until 1:00 p.m. on September 29, 2006. Please indicate the name and the title of the person who will be replacing the original registrant. After this date, all changes must be made at the conference.

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EXHIBIT HOURS

Monday, October 23
5:00 p.m. – 7:00 p.m.

Tuesday, October 24
9:45 a.m. – 4:00 p.m.

Wednesday, October 25
9:45 a.m. – 2:00 p.m.

REGISTRATION FEES

Preconference Workshops

Saturday, October 21

PM 1 2 3 4 5 6 7 \$139 \$149

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Workshop 9 (full day—see page 7) \$199 \$209

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REGISTRATION DESK HOURS

Saturday, October 21
12:30 p.m. – 4:30 p.m.

Sunday, October 22
8:00 a.m. – 5:00 p.m.

Monday, October 23
8:00 a.m. – 7:00 p.m.

Tuesday, October 24
8:00 a.m. – 5:00 p.m.

Wednesday, October 25
8:00 a.m. – 3:00 p.m.



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Clifford Lynch, Executive Director, Coalition for Networked Information

Web Presence for Internet Librarians

Shari Thurow, Webmaster & Marketing Director, Grantastic Designs Inc., & Author, Search Engine Visibility

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