### GENERAL CONFERENCE | TUESDAY, OCTOBER 30

- **8:45 a.m. - 9:45 a.m.**
  - San Carlos Ballroom
  - KEYNOTE: Reference 2.0: Ain't What It Used to Be... And It Never Will Again | Joe Janes, Associate Dean, School, University of Washington

#### TRACK A | San Carlos Ballroom
- **10:30 a.m. - 11:15 a.m.**
  - A201: Teach Me More! Fun & Gaming in Libraries
  - A202: Promoting Play through Online Discovery: Lego Building

- **12:15 p.m. - 1:00 p.m.**
  - A203: Training Strategies & Social Networking Tools

- **1:30 p.m. - 2:15 p.m.**
  - A204: Screencasting & e-Learning on a Shoestring
  - A205: Extending Your Reach: E-training for an Entire State!

#### TRACK B | Steinbeck Forum
- **10:30 a.m. - 11:15 a.m.**
  - B201: Deploying Enterprise Social Software
  - B202: Next-Gen Corporate Library Website

- **12:15 p.m. - 1:00 p.m.**
  - B203: iMat Web 2.0, Are You?

- **1:30 p.m. - 2:15 p.m.**
  - B204: Technologies & Information Integration in Hospitals
  - B205: Developing a Taxonomy

#### TRACK C | De Anza III
- **10:30 a.m. - 11:15 a.m.**
  - C201: Content & Commons: Library 2.0 Organizational Strategies

- **12:15 p.m. - 1:00 p.m.**
  - C202: Librarians as Knowledge Managers
  - C203: ITune Librarians & RSSperts

- **1:30 p.m. - 2:15 p.m.**
  - C204: Libraries as Resources for Learning and Research
  - C205: Librarians as Organizational Strategies

### NETWORKING BREAK—Visit the Exhibits

#### TRACK D | De Anza I & II
- **10:30 a.m. - 11:15 a.m.**
  - D201: Extending Your Reach: E-training for an Entire State!
  - D202: Building Communities in Second Life

- **12:15 p.m. - 1:00 p.m.**
  - D203: The Second Life Smorgasbord
  - D204: Creating Library Services for Teens in Second Life

- **1:30 p.m. - 2:15 p.m.**
  - D205: World of Warcraft
  - D206: Running a Gaming Program

### LUNCH BREAK—Visit the Exhibits

#### TUESDAY EVENING SESSION
- **7:30 p.m. - 9:00 p.m.**
  - Steinbeck Forum
  - Gary's Latest Web Research Update | Gary Price, ResourceShelf and Ask.com

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### GENERAL CONFERENCE | WEDNESDAY, OCTOBER 31

- **9:00 a.m. - 9:45 a.m.**
  - San Carlos Ballroom
  - KEYNOTE: Future of Search | Danny Sullivan, Editor-in-Chief, Search Engine Land

#### TRACK A | San Carlos Ballroom
- **10:30 a.m. - 11:15 a.m.**
  - A301: Alternative & Customized SEOs
  - A302: Search Engine Strategies

- **12:15 p.m. - 1:00 p.m.**
  - A303: Keeping One Click Ahead—Best ResourceShelf

- **1:45 p.m. - 2:30 p.m.**

#### TRACK B | Steinbeck Forum
- **10:30 a.m. - 11:15 a.m.**
  - B301: Mashups & Data Visualizations: New Breed of Web Applications

- **12:15 p.m. - 1:00 p.m.**
  - B302: Designing an OPeC for Web 2.0

- **1:45 p.m. - 2:30 p.m.**
  - B303: Folksonomies and Tagging: Libraries & the Hive Mind

- **2:45 p.m. - 3:30 p.m.**
  - B304: Content Management Systems (CMs)

#### TRACK C | De Anza III
- **10:30 a.m. - 11:15 a.m.**
  - C301: Trends in Mobile Tools

- **12:15 p.m. - 1:00 p.m.**
  - C302: Living Larger: Taking Your Killer App Beyond Libraries

- **1:45 p.m. - 2:30 p.m.**
  - C303: The Second Life Smorgasbord (continued)

#### TRACK D | De Anza I & II
- **10:30 a.m. - 11:15 a.m.**
  - D301: Gaming & Libraries: Engaging Strategies

- **12:15 p.m. - 1:00 p.m.**
  - D302: World of Warcraft Versus Second Life

#### LUNCH RECEPTION—In the Exhibit Hall

#### CLOSING KEYNOTE
- **4:30 p.m.**
  - Gaming, Learning, & the Information World | Elizabeth Lane Lawley, Director, Rochester Institute of Technology