FREE CYBERTOURS!
Free 15 minute presentations covering a wide range of topics for Exhibit Hall visitors will be held on Tuesday and Wednesday at the CyberCorner in the Exhibit Hall. See page 24 for more details.

NETWORKING EVENTS!
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. outside the San Carlos Ballroom (before the Keynotes). Complimentary coffee will be available in the Exhibit Hall Tuesday and Wednesday mornings at 9:45 a.m.

Sunday Evening Program
Monterey Public Library Reception & Tour
Sunday, October 28, 5:30 p.m. - 7:30 p.m. following our program “What's Happening in ILSpace?” See page 7 for more details.

Grand Opening Reception
Information Today, Inc. invites all conference registrants and exhibitors to a special Exhibit Hall Grand Opening Reception on Monday, October 29 from 5:00 p.m. - 6:30 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
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!

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

AIIP TECHNOLOGY AWARDS
Tuesday 8:45 a.m. prior to the morning keynote.

TUESDAY EVENING SESSION
Join us from 7:30 p.m. - 9:00 p.m. for a look at the latest gadgets and the premier of a new documentary on gaming best practices in libraries. For details see page 18.

CONFERENCE PRESENTATIONS & CD-ROMs
Many sessions are included in the printed Selected Presentations book in the registration package. Updates to those presentations and some additional ones will be posted to the Web site, www.infotoday.com/il2007, several weeks after the conference. All sessions are being recorded and are for sale at the conference. If you don't want to miss a thing, order your CD-ROM at a special attendee savings by visiting the Digital Record table located in the registration area for more information, or their Web site at www.digitalrecord.org.

LEARNING PARTNER
Information Today, Inc. would like to thank the Special Libraries Association for their support of Internet Librarian 2007.
## GENERAL CONFERENCE - TUESDAY, OCTOBER 30

**COFFEE BREAK—Visit the Exhibits**

**TRACK A**
- **San Carlos Ballroom**
  - **A201:** Training Strategies & Social Networking Tools
  - **A202:** Promoting Play Through Online Discovery: Lego Building
  - **A203:** Using 2.0 Learning for More Than Teaching

**TRACK B**
- **Steinbeck Forum**
  - **B201:** Deploying Enterprise Social Software
  - **B202:** Mashups & Data Visualizations: New Breed of Web Applications

**TRACK C**
- **De Anza III**
  - **C201:** Developing a Taxonomy
  - **C202:** Mashups & Data Visualizations: New Breed of Web Applications

**TRACK D**
- **De Anza I & II**
  - **D201:** Virtual Worlds & Libraries
  - **D202:** Building Communities in Second Life

**LUNCH BREAK—Visit the Exhibits**

**NETWORKING BREAK—Visit the Exhibits**

**TUESDAY EVENING SESSION**
- **Steinbeck Forum**
  - **S106:** Here Today…Here to Stay? The Future of Blogs

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## GENERAL CONFERENCE - WEDNESDAY, OCTOBER 31

**COFFEE BREAK—Visit the Exhibits**

**TRACK A**
- **San Carlos Ballroom**
  - **A301:** Alternative & Customized SEs
  - **A302:** keeping One Click Ahead: A Redesign Project

**TRACK B**
- **Steinbeck Forum**
  - **B301:** Mashups & Data Visualizations: New Breed of Web Applications
  - **B302:** Folksonomies and Tagging: A Redesign Project

**TRACK C**
- **De Anza III**
  - **C301:** Trends in Mobile Tools
  - **C302:** Designing an OPAC for Web 2.0

**TRACK D**
- **De Anza I & II**
  - **D301:** Gaming & Libraries: The World of Warcraft Versus Second Life
  - **D302:** Running a Gaming Program

**LUNCH RECEPTION—In the Exhibit Hall**

**CLOSING KEYNOTE**
- **Gary's Latest Web Research Update**
- **Gary Price, ResourceShelf and Ask.com**
TUESDAY, OCTOBER 30

8:45 a.m. – 9:45 a.m.  Keynote & AIIP Technology Awards

9:45 a.m. – 10:30 a.m.  TRACK A – Learning More Than Teaching

10:30 a.m. – 11:15 a.m.  A201: Teach Me More! Fun & Gaming in Libraries

11:30 a.m. – 12:15 p.m.  A202: Promoting Play Through Online Discovery: Lego Building

12:15 p.m. – 1:30 p.m.  A203: Training Strategies & Social Networking Tools

1:30 p.m. – 2:30 p.m.  A204: Screencasting & E-Learning on a Shoestring

2:30 p.m. – 3:15 p.m.  A205: Extending Your Reach: E-Training for an Entire State!

3:45 p.m. – 4:30 p.m.  A206: Keeping One Click Ahead: A Redesign Project

4:45 p.m. – 5:30 p.m.  A207: Keeping One Click Ahead: Best ResourceShelf

5:45 p.m. – 6:30 p.m.  A208: Visual Information Retrieval

6:45 p.m. – 7:30 p.m.  A209: Keeping One Click Ahead: Best ResourceShelf

7:30 p.m. – 8:15 p.m.  De Anza I & II  TUESDAY EVENING SESSION

8:15 p.m. – 9:30 p.m.  De Anza I & II  Future of Search

9:30 p.m. – 10:45 p.m.  De Anza I & II  Future of Search

WEDNESDAY, OCTOBER 31

9:00 a.m. – 9:45 a.m.  Keynote | Future of Search | Danny Sullivan, Editor-in-Chief, Search Engine Land

9:45 a.m. – 10:30 a.m.  TRACK B – Enterprise Trends

10:30 a.m. – 11:15 a.m.  B201: Deploying Enterprise Social Software

11:30 a.m. – 12:15 p.m.  B202: NekoGen Corporate Library Web Site

12:15 p.m. – 1:30 p.m.  B203: I’m at Web 2.0, Are You?

1:30 p.m. – 2:30 p.m.  B204: Technologies & Information Integration in Hospitals

2:30 p.m. – 3:15 p.m.  B205: Librarians as Knowledge Managers

3:15 p.m. – 4:00 p.m.  B206: Successful Web 2.0 Initiatives With Students and Teachers

4:00 p.m. – 4:45 p.m.  B207: How We Got There and What We Discovered Along the Way

4:45 p.m. – 5:30 p.m.  B208: Mobile Tools—New Breed of Web Applications

5:30 p.m. – 6:15 p.m.  B209: Running a Gaming Program

6:15 p.m. – 7:00 p.m.  B210: Gaming and Learning in the Library

7:00 p.m. – 7:45 p.m.  B211: Mashups & Data Visualizations: Along the Way

7:45 p.m. – 8:30 p.m.  B212: Mashups & Data Visualizations: Versus Second Life

8:30 p.m. – 9:15 p.m.  B213: Mashups & Data Visualizations: Best ResourceShelf

9:15 p.m. – 10:00 p.m.  B214: Mashups & Data Visualizations: RSS@Schools

10:00 p.m. – 10:45 p.m.  B215: Mashups & Data Visualizations: Hands On and Minds On at the Exploratorium

10:45 p.m. – 11:30 p.m.  B216: Mashups & Data Visualizations: RussS@Schools

11:30 p.m. – 12:15 a.m.  B217: Mashups & Data Visualizations: How We Got There and What We Discovered Along the Way
Social Tools for Your Library
1:30 p.m. - 4:30 p.m.
Aaron Schmidt, Director, North Plains Public Library, & Publisher, 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 part of 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.

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.

Libraries on the MUVE in Second Life (SL)
1:30 p.m. - 4:30 p.m.
Kitty Pope (Kitty Phillip in SL), Executive Director, Alliance Library System
Barbara Gallick (Puglet Dancer in SL), Executive Director, Cullom-Davis Library, Bradley University
Jill Hurst-Wahls, (Jilliana Suisel in SL), Hurst Associates, Ltd.
Tom Peters (Maxito Ricardo in SL), Founder, TAP Information Services
This workshop provides practical advice for developing a library presence in Second Life and other MUVEs (Multi-User Virtual Environments). It covers the advantages, risks, organizational and professional commitments, fiscal matters, service issues and opportunities, training and orientation, and assessment. Although the emphasis of this workshop is on how libraries can become successfully immersed in SL, it would be useful for representatives from library consortia, library associations, library schools, publishers, and vendors, too. It discusses why libraries need to become involved in MUVEs, organizational and political considerations, the economics of developing a library presence in a MUVE, staff diversity, and prevention of burnout — evaluation of the library’s virtual world activities, and future directions and developments.

Communicating, Influencing, & Negotiating for Results
1:30 p.m. - 4:30 p.m.
Betty Jo Hibberd, Senior Manager, Information Professional Development, Thomson Scientific
Communicating, influencing, and negotiating are fundamental skills. Not only do they feature prominently in day-to-day business, they also permeate everyday life. These skills occur between parents and children, employers and employees, professionals and clients, and between agencies and the public. Without them, it is almost impossible to succeed in the long term. And because, sooner or later, we deal again with the same people involved in our exchanges, these skills are also processes in which relationships are built, strengthened, and renewed. Join us to develop your skills using these common problem-solving or relationship building techniques.

Next-Generation Research Tools
1:30 p.m. - 4:30 p.m.
Pam Howard & Mira Foster, Senior Assistant Librarians, J. Paul Leonard Library, San Francisco State University
This workshop focuses on cool tools for navigating and searching content. Come and explore the application of free Web tools such as Clipmarks, del.icio.us.flickr, YouTube, Furl, Google Maps, and Zotero in the research process. Using examples of research projects commonly assigned in California schools, speakers show how students can use social bookmarking sites, browser plug-ins, and free Web services to find resources, take notes and organize content, ideas, quotations, and references while surfing and searching online. Attendees try out tools while enacting the roles of both students with research agendas and the information professionals who may assist them. By applying pedagogy to new technologies, teachers and librarians can facilitate the active learning of research skills with the help of these tools. Research scenarios/examples from the curriculum include using del.icio.us and Clipmarks to build a set of resources with and for students; using YouTube, del.icio.us and Furl to help students document their science projects; building a knowledgebase to present a single body of information; using Flikr and Google Maps to build a mashup and add texture and knowledge to a literature assignment; and more.

Mining Blogs & RSS for Research
1:30 p.m. - 4:30 p.m.
Sabrina Pacifici, Law Librarian, & Editor/Publisher of LLRX.com and beSpecific.com
This workshop focuses on leveraging the best of free and low-cost 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.

Improving Web Site Access: Card Sorting A–Z
1:30 p.m. - 4:30 p.m.
Ellyssa Kroski, Reference Librarian, Columbia University & an independent Information Consultant
Web users spend on average of 8–10 seconds and three clicks on your Web site looking for what they need before they get frustrated and click away. Whether you are developing a new Web site or redesigning an existing one, it is imperative to determine an intuitive and usable navigational structure and taxonomy for your user community. Card sorting is a technique used in the information architecture field to determine a classification scheme that speaks to your user population. Discover how to use this quick and inexpensive technique to understand how your users think about your Web site and its content. Learn how to run both an open and a closed card sort, analyze the results, and make recommendations based on your data. This workshop explores both online and offline card-sorting techniques as well as analysis software. Make sure your information is findable and increase usability by involving your users in the process of designing your Web site — they will thank you for it!

AJ AX for Libraries
1:30 p.m. - 4:30 p.m.
Jason Clark, Montana State University Libraries
Karen Coombs, Head, Web Services, University of Houston Libraries
Learn all about the alternative approach to building Web applications as seen in popular Web 2.0 sites such as Google Maps, Flickr, and Netvibes. 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 AJ AX method, provides examples of library applications of AJ AX, and walks through the code that makes it all happen. Walk away with an understanding of AJ AX, working examples of AJ AX in action, and the confidence to start creating your own AJ AX apps.

MARK YOUR CALENDAR!
October 20–22, 2008
Monterey Conference Center
Portola Plaza Hotel & Monterey Marriott, Monterey, California
www.infotoday.com
Mary Ellen Bates,
Head, Indigenous Studies Portal, University of
McMaster University
Norwich University
Dysart & Jones Associates
Phelps Research
Georgia Perimeter College, Decatur Campus Library
The University of Tennessee at Chattanooga
User Experience Librarian,
Director, Online Resources, Ask.com, &
Web Services Librarian, University of Pittsburgh
University of Houston
7
Ohio University
Amanda Etches-Johnson,
Rebecca Jones,
Digital Branch & Services Manager, Topeka &
Director, Online Resources, Ask.com, &
Web Services Librarian, University of Pittsburgh
University of Houston
What do the terms Web 2.0 and Library 2.0 mean for academic libraries and librarians? Join our panel of 2.0 practitioners and experts for a day of exploration and discovery as we navigate the 2.0 landscape, exploring what 2.0 tools and technologies can do for academic library users. Through a combination of presentations, discussion, and hands-on activities, our dynamic speakers introduce you to technologies such as blogs, wikis, RSS, mashups, social bookmarking and online social networks. This interactive session provides practical examples of academic libraries that are using these tools and technologies, arms you with the expertise and techniques to introduce these technologies in your own library, and share strategies for getting buy-in from staff, administration, and patrons. A worthwhile day for those interested in implementing changes to keep up within the Web 2.0 world.

Academic Library 2.0
9:00 a.m. – 4:30 p.m. (Full Day)
MODERATOR: Amanda Etches-Johnson, User Experience Librarian, &
McMaster University
FACULTY: Chad Boeninger, Ohio University
Michelle Boule, University of Houston
Meredith Farkas, Norwich University
Jason Griffey, The University of Tennessee at Chattanooga
What can this emerging technology do for libraries? What is a videoblog and why use one on your library’s Web site? This in-depth workshop, featuring two experts in the field of library podcasting and videocasting, answers these questions and more. Come explore and discuss how libraries are using podcasts and videocasts for outreach and learning through a variety of case studies, including tips on what types of content work best for different types of libraries. Detailed information on what to consider when planning for and implementing pod/videocasting at your library are provided along with an up-close and personal look at a variety of creation tools. Gain some hands-on experience in making podcasts and videocasts by producing content live during the session!

Podcasting & Videocasting Boot Camp
9:00 a.m. – 12:00 p.m.
David Free, Georgia Perimeter College, Decatur Campus Library
David Lee King, Digital Branch & Services Manager, Topeka & Shawnee County Public Library
Podcasting is one of today’s hottest social computing applications. But what can this emerging technology do for libraries? What is a videoblog and why use one on your library’s Web site? This in-depth workshop, featuring two experts in the field of library podcasting and videocasting, answers these questions and more. Come explore and discuss how libraries are using podcasts and videocasts for outreach and learning through a variety of case studies, including tips on what types of content work best for different types of libraries. Detailed information on what to consider when planning for and implementing pod/videocasting at your library are provided along with an up-close and personal look at a variety of creation tools. Gain some hands-on experience in making podcasts and videocasts by producing content live during the session!

Wikis: Basics, Tools, & Strategies
9:00 a.m. – 12:00 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 within the library and information professions. 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 wikis as well as tips for making them successful in your environment.
Training Adults: Getting & Keeping Attention
9:00 a.m. - 12:00 p.m.
Rebecca Jones, Dysart & Jones Associates
This toolbox of techniques for teaching adults provides practical strategies and techniques to help your clients (or staff, and even students!) learn what they want to learn. It focuses on recognizing adult learning motivations and styles/preferences to connect and make learning stick. It emphasizes the importance of the learner and how to get their attention to make learning relevant and satisfactory and then opens the toolbox of practical tools to address how to develop instruction; building courses, lesson plans, and learning outcomes; applying techniques/strategies for the classroom; teaching tips for handling issues and problems that come up in class; and more. It uses humor to focus on tips, strategies, shortcuts, tricks, and useful approaches that are based on sound principles. Hear about adult learning principles and their practical applications, discuss learning styles/preferences and how to respond to them, identify the learning scenarios and how to address them, and practice alternative teaching styles and how/when to use them.

Using Mobile Search for Client-Focused Services
9:00 a.m. - 12:00 p.m.
Megan Fox, Web & Electronic Resources Librarian, Simmons College
Gary Price, Director, Online Resources, Ask.com, & Publisher, ResourceShelf.com
This in-depth workshop looks at the range of mobile search provider offerings and applications for information seekers and librarians. Learn how mobile search differs from a regular search engine, the most unique features of these services, how they can be used in your library or information service, and how to create user-friendly mobile services for your clients. With many real-world examples of what is happening now, the workshop includes a look at what is on the horizon for mobile search to factor into your future plans.

Integrating RSS into Your Web Site
9:00 a.m. - 12:00 p.m.
Michael Sauers, Technology Innovation Librarian, Nebraska Library Commission
RSS feeds are an excellent way to receive information from the Internet. 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. 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.

Downloading Library 2.0: Podcasting Services & Training for the iPod Generation
1:30 p.m. - 4:30 p.m.
Doris Helfer, Chair, Technical Services; Lindsay Hansen, Assistant Librarian; Lynn Lampert, Chair, Reference & Instructional Services; Danielle Skaggs, Coordinator of Online Instructional Design, California State University-Northridge
Frank Vuotto, Business Librarian and Faculty, California Polytechnic State University
Lei Wang, Instructional Design Librarian, Cushing/Whitney Medical Library, Yale University
Libraries across the country are either dabbling with the idea of using podcasts to market their services and educate users or diving straight into creation. This workshop features three case studies: California State University-Northridge librarians discuss the instructional benefits of adopting podcasting technologies in libraries from the perspective of reference and instructional as well as music and media services focusing on ADA accessibility concerns, institutional repository trends (iTunes University), and their observations about the millennial generation and faculty using podcasting. California Polytechnic State University’s Vuotto examines the creation, design, management, and implementation of interactive learning environments utilizing new technologies such as Adobe Captivate2, Podcast Factory, M-Audio, and other interactive tools. Yale Medical Library’s Wang describes its experience in delivering Camtasia-based tutorials as podcasts on a very tight budget, demonstrating the workflow of creating a podcast, and how to evaluate success by looking at the feed statistics and Web traffic server log. This intensive workshop focuses on participants acquiring new perspectives about creating podcasts and screencasts and integrating curriculum-aligned content in creative ways that engage faculty and students.

Introduction to Cascading Style Sheets (CSS)
1:30 p.m. - 4:30 p.m.
Ran Hock, Online Strategies, and Author, Extreme Searcher’s Internet Handbook
Just as anyone involved in any way with Web site design and management needs to know the basics of HTML, the same is now true of CSS. CSS can make the difference between an amateur-looking site and a truly professional-looking site, gives far superior control of layout, makes it possible to change every page of your site in just seconds, and does things HTML just cannot do. A basic knowledge of HTML is assumed. This course covers the basic structure of CSS styles and style sheets and how and where to apply them. Filled with tips, tricks, and real-world examples, it will be a real learning experience.

Project Management for Libraries
1:30 p.m. - 4:30 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 experiences 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.

Games, Gaming, & Libraries
1:30 p.m. - 4:30 p.m.
Jenny Levine, Internet Development Specialist & Strategy Guide, American Library Association, & Publisher, TheShiftedLibrarian.com
Aaron Schmidt, Director, North Plains Public Library, & Publisher, Walkingpaper.org
If you don’t know MMORPGs from DDR, this workshop is for you. It addresses two related aspects of gaming in libraries: hosting gaming events and gaming’s impact on learning. Learn how gaming can make your library more fun and how you can use gaming to participate in this developing form of literacy. Workshop attendees have the opportunity to play some games, increasing their understanding of gaming’s appeal and possible applications in their environment.

Tips for Effective Technology Change Agents
1:30 p.m. - 4:30 p.m.
Roy Tennant, Senior Program Officer, OCLC Programs and Research
To be effective, libraries must adopt new technologies ever faster. But libraries are often bureaucratic, slow-moving organizations that require staff who are knowledgeable and effective change agents. How can you be such a person? What skills, strategies, and methods can you acquire and employ to help your organization move ahead quickly and effectively? What are the pitfalls and barriers you can avoid or overcome? Learn what it takes to be an effective advocate for change in your organization with practical tips and guidance from a battle-hardened technology warrior. Tennant covers planning strategies, sources for keeping up with technology, coping mechanisms, and more.
2.0 & the Internet World
Lee Rainie, Director, Pew Internet & American Life Project
Web 2.0 has become a catch-all buzz phrase that people use to describe a wide range of interactive online activities and applications, some of which the Pew Internet & American Life Project regularly tracks. Rainie brings the latest statistics and findings and talks about current trends in Web participation. The Project has developed an extensive typology of Internet users who range from fanatic content contributors to irritated sufferers from information overload. He will discuss the implications of different user types on the activities and services of libraries, looking ahead and sharing the latest thinking and predictions for the online and information worlds.

A Super Searcher Shares 30 Search Tips
10:15 a.m. – 11:00 a.m.
Mary Ellen Bates, Bates Information Services
Want to turbo-charge your Web research? This popular session by a confirmed super searcher is updated to the minute and jampacked 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!

What’s New with Search?
11:15 a.m. – 12:00 p.m.
Heather Dysthrup-Chiang, Program Manager, Live Search Academic Ron Rodrigues, Sr. Content Specialist for Engineering Corporate Markets, Thomson Scientific
Stephen Cawley, Marketing Manager, Scirus/Elsevier
Hear what’s new in the world of search, first our speaker from Microsoft shares insights into Live Search Academic, its search service for scholarly content, a tool specifically for academic researchers. Then hear from Thomson Scientific about the new bells and whistles in their search services and Elsevier’s Scirus product for scientific information.

Lunch Break
12:00 p.m. – 1:15 p.m.

Mobile Search
1:15 p.m. – 2:00 p.m.
Megan Fox, Web & Electronic Resources Librarian, Simmons College Gary Price, Director, Online Resources, Ask.com, & Publisher, ResourceShelf.com
This session looks at the latest mobile search providers, and potential applications for librarians and information seekers. Users on the go don’t want to wade through long lists of Web results, extensive scrolling and clicking, they want quick snippets of information. And this is what the latest search providers deliver, through SMS (texting) and Web interfaces. Hear what makes mobile search different from regular Web search, learn about the most interesting and unique features of the major services, and see some of the more unusual and specialized mobile search services currently available for you and your patrons.

What’s New with Federated Search
2:15 p.m. – 3:00 p.m.
Frank Cervone, Assistant University Librarian for Information Technology, Northwestern University
Jeff Wisniewski, Web Services Librarian, University of Pittsburgh
The federated search landscape market is bursting with vendors 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 get a handle on the dynamic federated search marketplace and what steps you need to take for your environment.

Federated Searching Feedback
3:15 p.m. – 4:00 p.m.
Jill Hurst-Wahl, Hurst Associates
Sarah C. Williams, Science & Technology Librarian, & Angela Bonnell, Government Documents Librarian, Illinois State University
This session provides feedback on federated search at several libraries. Based on research of federated search implementations, Hurst-Wahl discusses the benefits and shortcomings of federated search and provides some tips for selecting and implementing it. Speakers from Illinois State discuss what students think about their federated search engine based on usability testing and focus groups. The speakers share how they plan to improve the federated search engine interface.

Multimedia Search
4:15 p.m. – 5:00 p.m.
Ran Hock, Online Strategies
Today there are so many more non-HTML content streams, audio, video, images, and other formats such as RSS/XML, speech recognition and other technologies which provide extensive metadata, searchable transcripts, and more. Join our search expert for lots of tips, techniques, and tricks from different search engines for searching non-HTML content.

www.infotoday.com
**DIY Intranet: KnowledgeBase for the People by the People**

11:15 a.m. - 12:00 p.m.
Eleni Gogas, Digital Services Librarian, & Donna Feddern, Senior Librarian, Media and Teen Services, Escondido Public Library

This session is a show-and-tell about how a public library built and can maintain its own intranet for free without much technological knowledge. It shares tools and tips for other libraries to be able to start intranet wikis. Aimed at small to medium-sized libraries that need an intranet but do not have the budget for tools and tips for other libraries to be able to start intranet wikis. Aimed at small to medium-sized libraries that need an intranet for free without much technological knowledge. It shares tools and tips for other libraries to be able to start intranet wikis.

**Online Marketing for Libraries: Outreach & PR in a 2.0 World**

10:15 a.m. - 11:00 a.m.
Sarah Houghton-Jan, Information & Web Services Manager, San Mateo County Library

In the Web 2.0 environment, libraries need to learn to reach beyond traditional ideas of outreach and build new plans for reaching out to their users online. Speakers discuss a series of tips for libraries of all types and sizes to use to reach out to their users on their own turf online. Tips relate to search engine placement, community events calendars, monitoring local blogs and other forums, live chat options, social review sites, and much more. The session includes lots of examples and gives attendees a checklist of tools and ideas they can take back to their libraries to successfully create an ongoing online marketing plan.

**Cranky? Boomers & Older Adults Are Greying the Internet!**

2:15 p.m. - 3:00 p.m.
Allan Kleiman, Old Bridge Public Library, & ALA Chair, Library Service to an Aging Population Committee

Social networking is no longer just for teenagers, as baby boomers and older adults are getting into the act. And with the newly premiered “age-relevant” search engine called http://cranky.com, the Internet is becoming the playground of the not so young! What programs and services do these sites provide? What is the value of social networking for baby boomers, older adults, and libraries? How can libraries and librarians play an active role in helping to promote and further develop social networking for this age group? And finally, how can “senior blogs” be used for creative writing and life review in a library setting? Come and learn!

**Integrating Libraries & Communities Online**

3:15 p.m. - 5:00 p.m.
Glenn Peterson, Web Administrator, & Marilyn Turner, Manager, Web Services & Training, Hennepin County Library

First, learn the secrets behind BookSpace.org, Hennepin County Library’s newly redesigned reader’s advisory site. Get a behind-the-scenes look at how this dynamic Web site weds cutting-edge social features with librarian-contributed content to create a rich, interactive resource for readers. Blyberg looks at the benefits and the potential pitfalls of pursuing a SocialPAC, the development process and mechanics behind SOPAC, and the results those give, as well as how these might be applied to your library’s OPAC.

**WEB DESIGN & DEVELOPMENT**

**Planning & Implementing Library 2.0**

10:15 a.m. - 11:00 a.m.
David Lee King, Digital Branch & Services Manager, Topeka & Shawnee County Public Library

Has your library discussed creating a Flickr account? A MySpace teen site? Creating a blog? All these ideas are great, yet all have the potential to fail if not well-implemented. This session provides practical planning and implementation tips for dealing with emerging digital trends, focusing on setting up new Web 2.0 services such as MySpace, blogs, and Flickr to meet client needs.
Putting Evidence-Based Practice to Work
11:15 a.m. - 12:00 p.m.
Frank Cervone, Assistant University Librarian for Information Technology, Northwestern University
Amanda Hollister, Web Services Librarian, Memorial Library, SUNY Cortland

Delivering services based on evidence, rather than anecdotes, is a growing trend within librarianship. Learn how two libraries have introduced evidence-based practice into the Web design process. The Northwestern case study explores the implementation of research into practice through an examination of the environment and the method of facilitation that led to evidence-based decision making for the library’s Web site. The Memorial Library Web site team collects and analyzes paths that users take through the site to discover what users are doing. Do students use the subject pages? How many links do they click before entering a database? Learn how the library has started to use the information about paths and user groups to create a personalized Web site.

Lunch Break
12:00 p.m. - 1:15 p.m.

New Rules of Web Design
1:15 p.m. - 2:00 p.m.
Jeff Wisniewski, Web Services Librarian, University of Pittsburgh

Web design has evolved over the last decade. Do you know what the new rules are? Is less still more? Is scrolling bad? Is Flash still verboten? Learn about which design guidelines are still relevant, which no longer apply, and what you need to know to design a site that’s useful, usable, and attractive in the Web 2.0 world.

Inspiration for Your Library Redesign
2:15 p.m. - 3:00 p.m.
Bennett Ponsford, Digital Services Librarian, & Christina Hoffman Gola, Undergraduate Specialist Librarian, Texas A&M University Libraries
Erica Reynolds, Web Content Manager, Johnson County Library

These two libraries took very different approaches with the same goal in mind — to open up to new possibilities for their Web sites. Ponsford & Hoffman describe how Texas A&M used Web 2.0 techniques to spark conversations, generate ideas for the new redesign, comparing these to some traditional user analysis methods. Reynolds describes what 4,000 years of art taught one Web content team. Pick up fresh ideas for inspiring team creativity as you endeavor to build new, thoughtful, and art-inspired Web experiences. Ideas on content, planning, philosophy, organization, technology, and design are gracing canvases, lurking in brush strokes, lounging on sculptures, and bouncing around multimedia expressions of all types, and all are waiting for you at your local art museum.

Cool Tools for Library Webmasters
3:15 p.m. - 4:00 p.m.
Darlene Fichter, University of Saskatchewan Library
Frank Cervone, Assistant University Librarian for Information Technology, Northwestern University

New tools help library Webmasters get their jobs done faster, easier, and better than ever before! Experienced Webmasters share their top picks from the past year covering the gamut of Web 2.0 gadgets and widgets, hosted applications, server side scripts, and desktop tools. They highlight tools for people who are just starting out as well as some advanced applications for Webmasters who like to dig their teeth into a bit of code. The audience is invited to join in and ask for ideas as well as share their own picks.

MARK YOUR CALENDAR!
October 20 – 22, 2008
Monterey Conference Center
Portola Plaza Hotel & Monterey Marriott, Monterey, California
www.infotoday.com
The Library 2.0 Process Toolkit
1:15 p.m. – 2:00 p.m.
Dean Frey, Director, Red Deer Public Library

Library 2.0 applications and services — blogs, wikis, digital repositories, forums, virtual worlds — are built using a technology toolkit of now familiar components: RSS, XHTML, open source applications such as Drupal, PHP, Unix tools, and many other standardized building blocks that live in the standards-based world of the World Wide Web. Library 2.0 is as much about building relationships with people in the community (both internal and external) as it is about building applications on servers. Red Deer Public Library is making its Web presence more interactive with a toolkit of processes that any library can use. These processes include action research, collaborative planning, open source culture, rapid prototype development, appreciative approaches, pretty good practices, and community engagement, all coming under the umbrella of a community development model. This session gives a big-picture view of how the library engaged communities of interest in a city of 84,000 people, bringing new customers into a new, much closer relationship with the library.

MySpace & Facebook: Pros & Cons
2:15 p.m. – 3:00 p.m.
Aaron Schmidt, Director, North Plains Public Library, & Author, walkingpaper.org
Susan Herzog, Information Literacy Librarian & Meredith K. James, Assistant Professor, Eastern Connecticut State University

Social networking sites are ubiquitous and growing at unbelievable rates. Schmidt uses many practical examples of libraries utilizing these sites to debate the use of new technologies and provides lots of easy-to-implement ideas for using them within your environment. Herzog & James report on a recent study of Facebook activity and awareness, and discuss how results are assisting campus advisors to improve students’ chances for graduate schools and employment. They talk about what students should know and the new orientation practices for students to stimulate critical-thinking skills beyond the university community.

Advocacy 2.0
3:15 p.m. – 4:00 p.m.
Aurora Jacobsen, Information Services Librarian, & Mary Beth Sancomb-Moran, Advocacy Coordinator, Southeastern Libraries Cooperating (SELO)

Librarians are continuing to work on increasing visibility within our communities and with our political leaders. To increase our politicians’ knowledge of libraries, we must become advocates. As politicians are increasingly using Web 2.0 tools, are we ready to meet them in this new arena? This session discusses the ways to use Web 2.0 technology to reach our legislators, find demographic information, and provide an overview of the ways government is reaching out to our community.

User-Generated Content
4:15 p.m. – 5:00 p.m.
Meredith Farkas, Distance Learning Librarian & Josh Petrusa, Electronic Resources Librarian, Norwich University

In addition to traditional published data (books, databases, etc), new content streams from blogs, wikis, network-based forums (MySpace, Facebook), multimedia sites (Flickr, YouTube), etc. are everywhere. How do we integrate the new social media tools, learn from these content streams, and deliver platforms that incorporate user-generated content? Farkas and Petrusa will examine how libraries are already incorporating user-generated content and explore future opportunities for capitalizing on this growing trend.
Reference 2.0: Ain't What It Used to Be . . . And It Never Will Again

Joe Janes, Associate Dean, iSchool, University of Washington

For the last several years, the conversation about rethinking reference work has been increasingly commonplace, and indeed, much has changed, with the use of networked technologies to take and answer questions and new thinking about what roles reference plays. That first act is now over, and new territory awaits. E-mail and chat and instant messaging are all fine and wonderful, but new technologies, new ideas, new ways of engaging with clients, and new ways of thinking about the role of librarianship in the emerging information environment are coming. Janes shares the trends and his predictions of reference 2.0!

Coffee Break
9:45 a.m. - 10:30 a.m.

Learning is an interactive, iterative process, engaging both the learner and the teacher. This track explores how libraries in all sectors are using new approaches with well-established pedagogies to engage clients and staff in the learning process. From games to collaborative online tools, these presentations demonstrate practical ways to ensure training in libraries combines learning, laughter, and insight.

Teach Me More! Fun & Gaming in Libraries
10:30 a.m. - 11:15 a.m.

Chad Boeninger, Reference & Instruction Technology Coordinator, Ohio University Libraries
Randy Christensen, Associate Professor Library Media, Southern Utah University Library

This interactive session demonstrates educational gaming as a way to add interest and excitement to library instruction. The video game industry is a $7 billion/year business; its success depends on producing products that are entertaining, engaging, often quite lengthy, complex, frustrating, and require players to spend large amounts of time exploring, learning, and mastering the games. Christensen uses sample games to explore reasons for using activities, how to create games, and to help the audience learn how to apply educational gaming to their own situations. Boeninger demonstrates how video games attract players, retain their attention, and make them learn, and how librarians can incorporate gaming learning principles into existing library services, resources, and instruction.

Promoting Play Through Online Discovery: Lego Building
11:30 a.m. - 12:15 p.m.

Helene Blowers, Public Services Technology Director for The Public Library of Charlotte & Mecklenburg County (PLCMC)
Meredith Farkas, Distance Learning Librarian, Norwich University

So, what happens when you provide staff with the building blocks to create their own learning experiences? A whole lot of learning and creative play. Come find out about the outcomes and benefits your library can experience when you invest time in developing staff programs that encourage your staff to play. Farkas and Blowers share their experiences in developing two similar but different, online library learning programs for staff, 5 Weeks to a Social Library and Learning 2.0, that provided the staff with Lego pieces to build new library services.

Lunch Break — A Chance to Visit the Exhibits
12:15 p.m. - 1:30 p.m.

Getting Their Attention! Training Strategies & Social Networking Tools
1:30 p.m. - 2:30 p.m.

Karen Draper, Senior Information Specialist, Adobe Inc.
Caroline Brown, Academic Technology Outreach Librarian, Pratt Institute

Draper discusses how the library and research group at Adobe reaches out to engineers, marketing professionals, sales people, and more through various training tools aimed at helping them use internal and external resources more efficiently and effectively. Examples include online tutorials and a series of training classes available in person, online, and via Web recording. Brown looks at how online collaborative technologies such as blogs, wikis, social networking sites, and Web-based applications provide great opportunities for hands-on lessons in information literacy. She uses practical examples, successes, and challenges from a 5-week, credit-bearing course for undergraduate and graduate level students at the Pratt Institute Libraries. Visit last semester’s course wiki at http://beyondgoogle.pbwiki.com.

Networking Break — A Chance to Visit the Exhibits
2:30 p.m. - 3:15 p.m.

Screencasting & E-Learning on a Shoestring
3:15 p.m. - 4:00 p.m.

Michelle Boule, Karen Coombs, Head of Library Web Services, and Michelle Boule, Social Sciences Librarian, University of Houston Libraries

University of Houston’s libraries have been very inventive in using the latest tools in their e-learning toolbox without breaking the bank. Come hear how they are using social software, content management systems, and screencasts to create a rich experience for learners. This session explains how to create effective screencasts, including how to plan for effective screencasts, tools to use and solutions for making your screencasts available using open source software and free Web applications. This session discusses the latest tools and trends that can help anyone create dynamic and successful online learning experiences.

Extending Your Reach: E-Training for an Entire State!
4:15 p.m. - 5:00 p.m.

Evette Atkin, Network Librarian & Training Consultant, Michigan Library Consortium
Kathy Petlewski, Electronic Resources Librarian, Plymouth District Library

The Michigan Library Consortium (MLC) serves libraries throughout the state, totaling 600 member organizations. It now offers a variety of e-training solutions, including self-paced classes using Moodle; live, Web-based
sessions using Centra software and VOIP technology; and Web seminars in the 3-D virtual reality, Second Life, for library staff. Together, this unique package of electronic learning tools enables the trainers of MLC to reach library staff throughout the entire state without them ever leaving their desks.

Deploying Enterprise Social Software
10:30 a.m. – 11:15 a.m.

Christian Gray, Safari Books Online

This session examines the many applications of social networking that libraries have deployed within the enterprise. This is includes stories about librarians that are taking a leadership role in their organization and delivering value with Enterprise Social Software. A quick review of some Wiki, Blog, RSS & other social tools, in addition to some stories about how/who has deployed them.

Next-Gen Corporate Library Web Site
11:30 a.m. – 12:15 p.m.

Cindy Sullivan, VP, & Megan Kelley, Library, Fidelity Investments

This session discusses a new Web site and library experience for internal technologists. It highlights more dynamic content and sets the stage for incorporating user-generated content. After a benchmarking trip of corporate technology libraries to gather ideas and impressions of what to feature and what would be a challenge, the focus of the new site is a federated search tool. Vetted technology sources are accessed via the federated search and will be displaying the results alongside internal tech repositories within a new user interface. Plans are to allow users to comment, generate lists, and rate usefulness of results. Hear about their progress, seamless user experience and reaction, the “search cloud,” self-identifying tags, a knowledge management/expertise location component called Knowledge Pages, and the tools they have used.

Lunch Break — A Chance to Visit the Exhibits
12:15 p.m. – 1:30 p.m.

I’m at Web 2.0, Are You?
1:30 p.m. – 2:30 p.m.

Sarah Palmer, American Bar Association
David Alsmeyer, Information Services Manager, British Telecommunication (BT)

As information professionals, we are very lucky that our jobs encourage us to learn new skills, programs, and techniques. We have an acceptance of Web 2.0 technologies and embrace the concept of Web-based services. However, what do our users think? Are we leaving them behind because they are part of the “I’m too busy to learn anything new” digital divide? To them, Web 2.0 services may sound like time wasters rather than services to help them manage information more efficiently. Palmer takes a step back into the shoes of Web 1.0 users who need a concrete explanation of why to look to Web 2.0 for solutions to challenges in their business and personal lives. Alsmeyer discusses the 2.0 services offered by the BT Library and the user reaction, especially which features they liked, why, and what they want next.

Networking Break — A Chance to Visit the Exhibits
2:30 p.m. – 3:15 p.m.

Technologies & Information Integration in Hospitals
3:15 p.m. – 4:00 p.m.

Sandra Kendall, Director of Library Services, Mount Sinai Hospital

This is a fast-paced, high-tech update on what hospital libraries are doing for patients, doctors, and nurses. It looks at the integration strategies in development or implemented, such as PDA use, library content integrated into the health record, clinical decision support tools that libraries provide access to, or content that is created or purchased for PDA use, as well as integration into the patient chart for point-of-care use. Filled with demos and real-life scenarios, you will pick up many ideas and insights from this session to use in your environment.

Developing a Taxonomy
4:15 p.m. – 5:00 p.m.

Kathryn Breininger & Mary Whittaker, Librarians, The Boeing Company

The ever-increasing amount of information on our intranets has a correlating effect on the increasing frustration our users have with finding information. This session looks at ways to navigate through the uncharted seas of information, discusses how to develop methods to help users find the information they need on enterprise-wide as well as local sites. Speakers don’t believe simple search is always the answer, as end users tend to enter concepts that are too broad or are too specific to retrieve key relevant information. Breininger and Whittaker talk about the best practices for developing taxonomies and controlled vocabularies that address the unique needs of users as well as resolving the politics of concept ownership and taxonomy governance, engaging customers in the development of a taxonomy, getting buy-in and acceptance of the taxonomy, taxonomy maintenance, testing its effectiveness, and promoting the value of a taxonomy in solving an organization’s information overload problems.
Content & Commons: Library 2.0 Organizational Strategies
11:30 a.m. - 12:15 p.m.
Terry Huwe, Director of Library & Information Resources, Institute of Industrial Relations Library

In 2006, the Institute for Research on Labor and Employment (IRLE) Library dedicated a beautiful new library commons, which was designed to be a “collaborative” space. The renovation process ran parallel with ongoing digital library development, mass digitization, enhanced outreach and communications with users, and a substantially increased budget. Huwe describes how “library skill” was employed at IRLE to vastly increase the reach of the library staff into the working lives of its user community. He also identifies the organizational challenges that accompany stepping “outside the box,” and provides three easily transferable strategies for digital librarians who wish to take advantage of Library 2.0 innovations but face leadership that may not “get” the concept.

Lunch Break — A Chance to Visit the Exhibits
12:15 p.m. - 1:30 p.m.

How to Lose Your New Tech Librarian & Tech Training
1:30 p.m. - 2:30 p.m.
Jenny Benevento, Associated Press
Sarah Houghton-Jan, Web Services Manager, San Mateo County Library
Michael Stephens, Assistant Professor, Dominican University, GSLIS

Today’s new librarians enter the market with tech skills libraries desperately need. However, many tech librarians are abandoning our field quickly after graduation. Find out what your institution can do to recruit and retain valuable technologists (both M.L.S. and nondegree) who are committed to employment in the information field. Get tips from our first two speakers on avoiding culture clash, integrating new professionals, and more. Then hear from two technology training experts about practical tips and approaches to developing technology training programs for staff, including tips for successful training sessions, the Learning 2.0 phenomenon, e-learning options, implementing technology competencies for staff, getting staff and administrative buy-in, and more.

Networking Break — A Chance to Visit the Exhibits
2:30 p.m. - 3:15 p.m.

Librarians as Knowledge Managers
3:15 p.m. - 4:00 p.m.
Susan Braun, Manager, Research Services, Library & Information Center, The Aerospace Corporation

With the initiation of a knowledge management (KM) initiative in 2004, the role of the library and the job of the librarian at The Aerospace Corporation have changed significantly. The library director is an active member of the key decision- and policy-making committees that lead KM, and all training of knowledge managers within the corporation is done by librarians who are vendor certified as instructors in the use of the corporation’s document management software. In addition to traditional tasks of providing reference consultancy, Web site management, electronic content selection and management and library outreach and PR with the usual electronic toolkit, librarians provide consultation and guidance in the use of the document management software, manage the archiving of technical reports, manage the corporate taxonomy, provide the legal record of the corporation’s deliverables to its customer, and provide facilitation and content management for the corporation’s communities of practice. Hear about the competencies and roles required as well as the experiences of these librarians.
Virtual Worlds & Libraries

Track D

DeAnza I & II

Virtual Worlds & Libraries

10:30 a.m. - 11:15 a.m.

Lori Bell, Director of Innovation, Alliance Library System
Shawn McCann, Immersive Librarian, McMaster University

This overview discusses the landscape for virtual worlds as well as their use and impact on community-building and libraries. It sets the context for the day's discussion about Second Life and how it fits into the landscape and with libraries.

Building Communities in Second Life

11:30 a.m. - 12:15 p.m.

Jill Hurst-Wahl, President, Hurst Associates, Ltd., & J. J. Jacobson, Independent Consultant

A powerful aspect of Second Life is the ability to build communities, including communities of interest as well as library communities focused on specific topics. Currently there are library communities on "Info Island" focused on special topics (e.g., health information, Law, genre literature), regional spotlights (e.g., Kansas, Australia), and so on. Libraries in Second Life also serve communities with more-or-less-specialized interests. Second Life Library 2.0 (SLL2) has a branch library in a Virtual Morocco, and the SLL2 pilot branch is located in a community that draws its themes from the 19th-century imagination. In numerous communities in Second Life, role-playing is an important aspect of the residents' lives. Why do these specialized and "local" libraries matter in a fully networked world? How do patrons and communities of patrons use role playing and other forms of immersion as a vehicle for research and learning? What tools are employed to help these communities continue to learn and grow? What are the plans for expanding focused library communities in Second Life? Get a great overview and lots of insights from this presentation.

iTune Librarians & RSSperts

4:15 p.m. - 5:00 p.m.

Beth Roberts, Research Specialist, Congressional Research Service
John Meier, Science Librarian, Pennsylvania State University

The first presentation discusses the potential uses of Apple’s iTunes software and the contents of the iTunes Store in an academic library setting including: as a reference source, a document delivery service, as a means of “mashing-up” catalog records (with audio samples, artist biographies, and record reviews) via the iTunes LinkMaker capabilities, as a marketing device, and as a means of supplementing course content via iTunes file-sharing functionality, as a collection development and collection management tool. The second presentation focuses on marketing updated content and using RSS as a marketing tool to increase your library’s visibility and promote its services to your community. Using real-world examples, it highlights how RSS can be an effective tool for keeping your own librarians up-to-date, and discusses the challenges in RSS adoption and the skills needed to be an RSS expert; or RSSpert.

Creating Library Services for Teens in Second Life

4:15 p.m. - 5:00 p.m.

Kelly Czarnecki, Technology Education Librarian, & Matt Gullett, Emerging Technology Manager, ImaginOn, the Public Library of Charlotte and Mecklenburg County

David Lee King, Digital Branch & Services Manager, Topeka & Shawnee County Public Library

Begun in October 2006, the Eye4You Alliance is a partnership between the Public Library of Charlotte & Mecklenburg County and the Alliance Library System. The Eye4You Alliance is involved in a teen-driven project to create library services and programs for teens within Teen Second Life. The Topeka & Shawnee County Public Library and its partners are also involved with Teen Second Life, having purchased Oz Island. This session explores the services that have been developed in Second Life for teens (ages 13-17). What services do teens want? How do teens think about “libraries” in Second Life? And how are adults interacting with teens in Second Life? What are the roadblocks, benefits, and trends? Listen to this exciting discussion and come away with lots of new ideas!
KEYNOTE
9:00 a.m. – 9:45 a.m.
San Carlos Ballroom

Future of Search
Danny Sullivan, Editor-in-Chief, Search Engine Land
This session, by one of the world’s leading “search engine gurus” and Internet pioneers, examines how things have changed in the search space, as the major search engines get both vertical, personal, and expand into areas beyond search. He discusses the implications of the evolving changes for Internet librarians and gives us some insight as to what to expect next year.

Coffee Break
9:45 a.m. - 10:30 a.m.

SEARCH ENGINES
TRACK A
San Carlos Ballroom

Search engines (SEs) rule the information world. Hear the latest on harnessing their power and what to expect in the future, get tips and inside insights to thoughts and speculations. Join us for a fast-paced learning experience.

Alternative & Customized SEs
10:30 a.m. - 11:15 a.m.
Mary Ellen Bates, Bates Information Services, & Author, Building and Running a Successful Research Business
This tip-filled session from an experienced super searcher focuses on less-well-known search engines. It highlights advantages of using these search engines as well as how to roll your own search engine and customize it for your audience. Some of the SEs covered include Clusty, Exalead, Rollyo, Yahoo! Search Builder, Google Co-op, Swiki, Gigablast Custom Topic Search, and more.

Search Engine Strategies
11:30 a.m. - 12:15 p.m.
Greg Notess, Search Engine Showdown
The Web, the search engines, and new social content continue to change rapidly and present new challenges for searchers. Hear from our expert how search engines are responding to the new online world and techniques and strategies for finding new and unusual content.

Lunch Reception in the Exhibit Hall
12:15 p.m. – 1:45 p.m.

CONTENT MANAGEMENT (CM)
TRACK B
Steinbeck Forum
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. Learn more about what’s hot in RSS and also about content management systems and their use in libraries.

Mashups & Data Visualizations: New Breed of Web Applications
10:30 a.m. - 11:15 a.m.
Darlene Fichter, Head, Indigenous Studies Portal, University of Saskatchewan
Web 2.0 is opening the doors to tools and toolkits for do-it-yourself (DIY) programming that requires no knowledge about programming. Find out what mashups are and how libraries are making use of them to create rich new information services and content. Look at some of the intriguing and robust data visualization tools, such as IBM’s alphaworks, swivel, gapminder (bought by Google), etc. that can put the power of spreadsheets online for everyone in your organization to present their information as tag clouds, bar and pie charts, bubble maps, and more. Learn new tricks from this presentation.

What’s Hot with RSS!
11:30 a.m. – 12:15 p.m.
Steven Cohen, Senior Librarian, Law Library Management Inc., & Creator, Librariystuff.net
Without RSS, most of the tools that we enjoy using in the 2.0 Web world wouldn’t exist. RSS is still the dominant force for assisting users in keeping up with the huge volume of content that suits their needs. It can also be a viable resource for following up on research. Join our expert for a lively and fun session on how to use RSS effectively in the workplace. He shares his tips and tricks for customizing and personalizing your RSS experience.

Lunch Reception in the Exhibit Hall
12:15 p.m. – 1:45 p.m.
Folksonomies and Tagging: Libraries & the Hive Mind
1:45 p.m. - 2:30 p.m.
Tom Reamy, Chief Knowledge Architect, KAPS Group
With the advent of social software and Web 2.0, users are adding metadata and using tags to organize their own digital collections, categorizing the content of others, and building bottom-up classification systems. This session focuses on the grassroots organizational scheme that has come to be known as a folksonomy. What are the benefits of folksonomies as opposed to traditional classification schemes and what are the disadvantages? Where does the folksonomy fit in the future of your library? How are libraries implementing tagging and folksonomies today? Why do we need to be aware of this increasingly popular Web innovation? Gain insight and ideas about user-based tagging.

Content Management Systems (CMSs)
2:45 p.m. - 3:30 p.m.
Ruth Kneale, National Solar Observatory, ATST Project
Amy Radermacher, Reference/Cataloging/Electronic Resources Librarian, Concordia University
May Chang, Head, IT Services, University of Maryland, Baltimore County
After years of maintaining a distributed set of Web sites by hand using emacs, Kneale evaluated several Web CMSs, including installing local versions, chaired a user committee on new tool usability, then implemented the chosen CMS. Kneale shares the ups and downs, the lessons learned, and how the final implementation went. Then two university librarians share their experiences with developing and maintaining their library’s Web site within the campus Web CMS. They discuss the pros and cons of participating in that particular campuswide initiative, the different approaches, and negotiating the political realities. Learn more about working within the confines of a campuswide CMS and efforts to incorporate Web 2.0 applications and services.

Designing an OPAC for Web 2.0
11:30 a.m. - 12:15 p.m.
Casey Bisson, Software Developer & Information Technologist, Plymouth State University
This session looks at the World Wide Web as a “disruptive technology” and how the Web affects libraries and our users. What role do Web technologies and concepts such as social software, Web 2.0, search engines, RSS, XML, and AJAX have in libraries? How can libraries catch up to user expectations of our online services? How can we reinvent the OPAC to take advantage of these technologies? Come and hear answers to these and other questions!

Tech Tools for Library Outreach
1:45 p.m. - 2:30 p.m.
Chad F. Boeninger, Reference & Instruction Technology Coordinator, Ohio University
Paul R. Pival, Distance Education Librarian, University of Calgary
This session will focus on the use of Web technologies and social software to extend the reach of the librarian into the patron’s virtual user space. Boeninger, a business subject specialist on a residential college campus, and Pival, a distance education librarian at a large doctoral institution, demonstrate their personal experiences in using various tools (wikis, blogs, RSS, meebo widgets, Facebook, IM, social bookmarking, screencasts, Skype, and podcasts) to communicate with their individual library user communities. These tools, whether used individually or collectively, can help a librarian to be more effective at serving the patron community while at the same time making the librarian’s job easier.

Trends in Mobile Tools & Applications for Libraries
10:30 a.m. - 11:15 a.m.
Megan Fox, Web & Electronic Resources Librarian, Simmons College
This popular fast-paced overview of the current hardware available and how new technologies are making handheld computers not just palatable but preferable for on-the-go users. Fox highlights the latest developments in applications for mobile and handheld 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.

Lunch Reception in the Exhibit Hall
12:15 p.m. - 1:45 p.m.

Living Larger: Taking Your Killer App Beyond Libraries
2:45 p.m. - 3:30 p.m.
Eloisa Gomez Borah, Reference & Instructional Services Librarian, & Tim Carlson, Programmer, Anderson Computing & Information Services, UCLA
The usual route of automation in libraries is in-bound. Software applications are identified from functions elsewhere and acquired for library use, such as call center software into our chat reference services; or, they are adapted in a major way to library operations, such as database management systems into our online public access catalogs (OPACs). The eLibrarian 2.0 system was created to enhance and better manage the overwhelming demand faced by our successful online reference service, eLibrarian, and the resulting software system was unlike anything in use at that time. The success of this smart Q&A and knowledgebase management system, now re-branded ASKME Manager, received wide recognition and resulted in parallel system roll-outs in support of several other organizational functions beyond the library, such as in Admissions, Student Affairs, and other program offices. We will provide details of this uncommon transition from eLibrarian 2.0 to ASKME Manager.

Gaming, Learning, & the Information World
3:45 p.m. - 4:30 p.m.
Elizabeth Lane Lawley, Director, Rochester Institute of Technology, Lab for Social Computing
Information professionals have always balanced at the center between knowledge, technology, and people. In our fast-paced world we need to find ways to integrate our activities into our clients’ and communities’ work flows and lives — and we have to make it fun and easy! Lawley looks ahead 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.
The bottom line for all of us is productivity, but who says it can’t be fun? Hear how gaming can be used in many ways in libraries, how virtual worlds are being used today and could develop in the future, how communities are being built online, and also how gadgets can impact your world!

Moderated by Aaron Schmidt, North Plains Public Library

Gaming & Libraries: Engaging Strategies
10:30 a.m. - 11:15 a.m.

Jenny Levine, Internet Development Specialist & Strategy Guide, American Library Association

Creating engaging strategies for different segments of your community is always a challenge. Our speaker, a talented gamer and long-time blogger, shares her thoughts on using gaming to attract and engage library users. Be prepared for exciting new ideas and insights.

World of Warcraft Versus Second Life
11:30 a.m. - 12:15 p.m.

Liz Lawley, Director, Rochester Institute of Technology, Lab for Social Computing & Mary Auckland, Independent Consultant

Lori Bell, Director of Innovation, Alliance Library System & Cindy Hill, Principal, Hill Information Research Group & former Manager, Sun Digital Libraries & Research

Hear how dedicated users of World of Warcraft and Second Life feel about their virtual worlds and communities, their strategies, and how they see these games impacting libraries in the future.

Lunch Reception in the Exhibit Hall
12:15 p.m. - 1:45 p.m.

Do You Need a Videographer?
1:45 p.m. - 2:30 p.m.

Nick Baker, Reference and Web Services Librarian, Williams College Libraries

In today's 2.0 world do you need a video expert on your staff? Can you use YouTube to market your library and it's services? Our speaker, an award winning YouTube producer has the answers. Have you seen his YouTube videos — March of the Penguins & The L-Team? He will share his secrets and inspire you to create your own videos.

Running a Gaming Program When You Can’t Tell the Difference Between an X-Box & a Game Cube
2:45 p.m. - 3:30 p.m.

Josh Weiland, Webmaster & unofficial gaming guru, & Maryann Mori, Teen Services Librarian, Evansville Vanderburgh Public Library

This session focuses on the how, why, when and where of gaming programs. It covers everything from finding gaming answers to understanding the nitty-gritty details of collaborations, funding ideas, operating guidelines, and more. It provides novices with the confidence to start a gaming program, and it gives gaming fans the insights they may need to convince their reluctant librarians or administrators to try a gaming program. It provides an easy-to-remember/easy-to-use guideline that provides tips, advice, information and directions for conducting electronic gaming programs in libraries. Get ready to start playing!
GRAND OPENING RECEPTION
5:00 p.m. - 6:30 p.m.
Information Today invites all registrants, exhibitors, and exhibition visitors to the Exhibit Hall for a Grand Opening Reception on Monday, October 29. It will provide an opportunity to renew acquaintances and meet new colleagues in a relaxed atmosphere.

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M A N A G E D Y O U R I N T E R N E T W I S H S
Learning and Literacy in a Digital World
9:00 a.m. – 9:45 a.m.
Pam Berger, Publisher & Editor, Information Searcher, Scarsdale, NY, and Library Consultant, School of Information Studies, Syracuse University

Just as basic literacy means more than just decoding alphabetic symbols, digital literacy involves more than the mere ability to use software or operate a digital device; it includes a variety of technical, cognitive, social, and emotional skills that users need in order to function effectively in a digital environment. In effect, because technology makes the simple tasks easier, it places a great burden on higher-level skills. Berger explores these crucial questions: What is digital literacy? What does it mean to be literate in a digital environment? She focuses on the survival skills that learners need to successfully participate in knowledge-construction tasks in a digital environment: graphic literacy, navigation, context, focus, skepticism, and ethical behavior.

Coffee Break — A Chance to Visit the Exhibits
9:45 a.m. – 10:30 a.m.

INFORMATION LITERACY AND 2.0 TECHNOLOGIES
10:30 a.m. – 11:15 a.m.
Enid Davis, Sue Smith, Lauri Vaughan & Susan Nace, The Harker School, San Jose, CA

Harker School teacher Susan Nace and librarian Lauri Vaughan share their experience in the development of a long-term, fully collaborative student research project. The effort marks a fruition of the efforts of Harker’s Information Literacy Committee. Nace and Vaughan will share ideas, discoveries, and frustrations of tackling a year-long effort in information literacy. To provide greater context, Harker’s Library Director, Enid Davis, and campus librarian, Sue Smith, join our panel to discuss the establishment of Harker’s Information Literacy Committee and how its work made such collaboration a possibility. Davis and Smith offer their strategies for how to get administrators, teachers, and information technologists on board.

Leveraging 2.0 Technologies for KidsClick! A Redesign Project
11:30 a.m. – 12:15 p.m.
Enid J. Irwin, San Jose State University School of Library and Information Science, San Jose, CA

KidsClick was developed by librarians in New York State and became a project of the Colorado State Library and Colorado Department of Education. San Jose State University School of Library and Information Science purchased the Web site and started a redesign project in February 2007. The goal of SLIS is to improve the search capability and interface of KidsClick as well as to incorporate Web 2.0 applications to create a search experience that will enhance curriculum and research projects for K–12 with a design focus on 4th through 9th grade. In addition, SLIS plans to use KidsClick! in a number of classes as a teaching tool for future librarians. Irwin’s presentation will focus on the redesign process, usability studies, 2.0 technologies added and planned, and beta testing results.

Gadgets, Gadgets, & Gaming!
7:30 p.m. – 9:00 p.m.
Barbara Fullerton, Manager, Library Relations, 10-K Wizard; Sabrina Pacifici, Editor & Publisher, LLRX.com & beSpacific.com

Join our experienced and entertaining panelists in a fun and fast-paced tour around the changing world of gadgets as they look at the latest products, services, and tools that will influence our digital strategies in a 2.0 world. Then have a look at a documentary created especially for IL07 that showcases gaming best practices in libraries.

Hands-On and Minds-On at the Exploratorium
1:15 p.m. – 2:00 p.m.
Deborah Hunt, The Exploratorium, San Francisco, CA

Online since 1993, the Exploratorium was one of the first science museums to build a site on the World Wide Web. The site now contains more than 17,000 award-winning Web pages exploring hundreds of different topics including activities for the classroom, informal education, and at home. It currently serves 20 million visitors a year, making it one of the most-visited museum Web sites in the world. Learn more from Hunt about the Exploratorium Web site and its cool, free resources for you and your teachers.

Networking Break — A Chance to Visit the Exhibits
2:00 p.m. – 2:45 p.m.

RSS@Schools
2:45 p.m. – 3:30 p.m.
Steven Cohen, LibraryStuff.net, and Law Library Management, Inc.

RSS is a tool that can be used in all aspects of our profession. Join Cohen for an in-depth discussion on how to use RSS to keep current on any topic as well as utilizing the technology to assist in research. Tips and tricks and favorite RSS feeds will be provided to allow the teacher/school media specialist to get the most out of their RSS experience.

Gary’s Latest Web Research Update
4:00 p.m. – 5:00 p.m.
Gary Price, ResourceShelf and Ask.com, Washington, DC

Web search guru Gary Price is back again with another rapid-fire Internet@Schools closing session reviewing what’s happening with the major Web search players. He will also offer a hearty helping of specialized databases as well as tools that you and your K–12 colleagues can use to make work online easier and more productive. As anyone who’s heard Price speak will tell you, you’ll leave his session very up-to-date!
Listen and learn at a series of free cybertours and information sessions for all Internet Librarian 2007 Exhibit Hall visitors. Taking place at the CyberCorner in the Exhibit Hall, these cybertours cover a range of topics & subject areas. They are open to all and add value to your visit. Space is limited so it’s first-come, first-served. Join our Net savvy Web experts for a look at their favorite sites and topics! There is no need to register, simply pick the cybertour of interest to you and arrive at our CyberCorner within the IL 2007 Exhibit Hall at the appropriate time.

HOST: Chris Orr, Consultant

Using RSS, Podcasts & XML to Deliver Rich Media Content
12:30 p.m. - 12:45 p.m.
Jason A. Clark & Chad Hutchens, Montana State University Libraries
Traditional methods of distributing library content are failing to keep up with the quickness and accessibility of online distribution models. Google, iTunes, Netflix, and Amazon are working to move data to users faster than libraries can. This cybertour takes a look at the new options libraries have for pushing full-text content and other media to where our users are.

Ten Seconds to Photo Perfection with Picasa
1:00 p.m. - 1:15 p.m.
Cindi Trainor, Eastern Kentucky University Libraries
Learn how to tune your digital images like a pro with Google’s Picasa. Use these simple tools to take your snapshots to the next level—perfecting the crop, lighting and contrast—then publish your photos to the Web or to your blog with a click of a button. All for free!

Web 2.0: Competencies for Library Staff
1:30 p.m. - 1:45 p.m.
Rochelle Carr, Electronic Resources Librarian, Fresno County Public Library
This cybertour focuses on the basic competencies library staff need to not only enjoy the virtual rewards of Web 2.0 themselves, but also help to help patrons. It provides some tips and tricks for helping staff achieve those competencies.

Creative Commons (CC): A Copyright Alternative
2:30 p.m. - 2:45 p.m.
Michael Sauers, Technology Innovation Librarian, Nebraska Library Commission
Sauers talks about a copyright alternative—CC with its idea of “some rights reserved” as set by the content creators themselves. Hear about the principles, how you can easily apply it to your intellectual property, and how to find material that you can legally reuse in the creation of new content.

Facebook Applications for Libraries
3:30 p.m. - 3:45 p.m.
Cindi Trainor, Eastern Kentucky University Libraries
From the library catalog to JSTOR to flickr photos to del.icio.us bookmarks, librarians are all over Facebook and are using it to bring information to their users there.

Using Audio & Video for Marketing Library Services
4:30 p.m. - 4:45 p.m.
Paul Asay, Systems Programmer, Indianna State University Library
This cybertour describes and illustrates real world uses of recording Audio and Video for use in marketing library services, oral histories, and more. It highlights free or inexpensive tools for making a statement to your patrons, streaming to Web sites as well as CD and DVD creation.
**WEDNESDAY, OCTOBER 31**

**ebooks & eInk**
10:30 a.m. - 10:45 a.m.
*Michael Sauers*, Technology Innovation Librarian, Nebraska Library Commission
The Sony eReader PRS500 is the next step in ebook technology featuring the near-print quality eInk technology, weighing in at only 8.8oz/250g and an iTunes-like interface to transferring content. This cybertour introduces this new technology and points out some areas that are in need of improvement all to help you in deciding if finally ebooks are right for your library.

**Social Networking for Information Professionals in the Enterprise**
11:00 a.m. - 11:15 a.m.
*Christian Gray*, *Safari Books Online*
Get a quick overview of social networking for the enterprise, how you can benefit from taking a leadership role in your organization and 10 ways to put LinkedIn to work for you today.

**Using RSS to Keep Current, Manage Overload and Tame Online Infoclutter**
11:30 a.m. - 11:45 a.m.
*Jennifer Koerber*, Librarian, Boston Public Library
Between library publications, major news outlets and blogs on any topic you can think of, information professionals have thousands of sources for industry news and professional development. RSS feeds and aggregators offer a way to collect and manage this deluge. Learn how to set up and organize your feed reader to meet the infoclutter challenge!

**Conquering Info Overload with Citation Managers**
12:00 p.m. - 12:15 p.m.
*Cliff Landis*, Reference Librarian & Facilitator, Valdosta State University
Having trouble keeping up with all the articles you’ve been meaning to get to? Learn how to make the most of citation managers to keep track of citations, store full-text, and share info with colleagues. Includes a quick tour of different tools to help you pick the one that’s right for you.

**A Quick Tour of Info Island**
12:30 p.m. - 12:45 p.m.
*Jill Hurst-Wahl*, President, Hurst Associates, Ltd.
This cybertour provides a quick tour of the resources and facilities available on Info Island in Second Life. Seeing is understanding and this tour allows you to see Second Life—and Info Island—for yourself. Info Island was the first land mass purchased for libraries, librarians and library patrons. Since its founding, a growing number of allied islands have joined what is now called the Info Island Archipelago.

**Next Generation Library Interfaces**
1:00 p.m. - 1:15 p.m.
*Marshall Breeding*, Director for Innovative Technologies & Research, Vanderbilt University
A number of projects and products have emerged to provide library interfaces more capable of satisfying the needs of Web-savvy library users. New models of what constitutes a library catalog have emerged and products are beginning to appear that embody aspects of this new vision. This cybertour provides an overview of the library catalogs and interfaces now available or in development.

**Wireless Security: Tips & Resources**
1:30 p.m. - 1:45 p.m.
*Kanneese Woods*, Web Services Librarian, University of Memphis
This cybertour explores the security issues in the wireless environment, shares tips for optimizing wireless security, and provides resources for the latest news on wireless security.

**TUESDAY**

10:30 | New Software for Quick Online Tutorials  
Greg R. Notess

11:00 | OpenURL Integration 101  
Stephen Cawley

11:30 | The Learning Organization Goes Digital  
Dennis Kilian

12:00 | Best Tools & Techniques for Local Search  
Marcy Phelps

12:30 | Using RSS, Podcasts & XML to Deliver Rich Media Content  
Jason A. Clark & Chad Hutchens

1:00 | Ten Seconds to Photo Perfection with Picasa  
Cindi Trainor

1:30 | Web 2.0: Competencies for Library Staff  
Rochelle Carr

2:30 | Creative Commons (CC)  
Michael Sauers

3:30 | Facebook Applications for Libraries  
Cindi Trainor

4:30 | Using Audio & Video for Marketing Library Services  
Paul Asay

**WEDNESDAY**

10:30 | ebooks & eInk  
Michael Sauers

11:00 | Social Networking for Information Professionals in the Enterprise  
Christian Gray

11:30 | Using RSS to Keep Current, Manage Overload and Tame Online Infoclutter  
Jennifer Koerber

12:00 | Conquering Info Overload with Citation Managers  
Cliff Landis

12:30 | A Quick Tour of Info Island  
Jill Hurst-Wahl

1:00 | Next Generation Library Interfaces  
Marshall Breeding

1:30 | Wireless Security: Tips & Resources  
Kanneese Woods

**EXHIBIT HOURS**

**Monday, October 29**
5:00 p.m. - 6:30 p.m.

**Tuesday, October 30**
9:45 a.m. - 4:00 p.m.

**Wednesday, October 31**
9:45 a.m. - 2:00 p.m.
The Internet Librarian 2007 exhibition features the top Net companies offering a choice of products covering aspects of Internet, intranet, and library technology, including search engines, software, document delivery and Web delivery systems, online services, content providers, and more. If you are looking for Internet/intranet solutions, evaluating competing systems, keeping up-to-date with the newest Net products and developments, be sure to visit the Internet Librarian 2007 exhibition.