

“Nearing Nirvana — Digital Content at the Turning Point”



*Dick Kaser,
Vice President,
Content
Information
Today, Inc.*

The transformation of our annual May event in New York has been a work in progress. Last year we augmented our long-running National Online Meeting with programming on the related field of Knowledge Management. This year, with the help of the best conference planners I know, we've revamped the entire program.

My thanks and congratulations go to Jane Dysart, Pamela Cibbarelli, and Marydee Ojala for organizing the three conferences; and to Dan Duncan, who built our content issues tracks.

Welcome to InfoToday 2002. I hope you will enjoy both the program and the trade show.

Dick Kaser
Vice President, Content
Information Today, Inc.

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InfoToday⁺ 2002

NationalOnline⁺ 2002

National Online continues its focus on information content as well as on information delivery technologies. It brings together a stimulating blend of information industry innovators and practitioners from around the world. **National Online** is the largest conference on electronic information in North America.

The **National Online** conference is *the* place where industry trends are revealed and new products and services are unveiled. With the constant evolution of the information industry, this conference provides the ideal platform for information users and producers to come together to share ideas.

The **National Online 2002** conference hosts two concurrent tracks throughout the three conference days, allowing attendees the opportunity to pick and choose the sessions that best fit their interests and educational needs.

Conference Chair

Marydee Ojala
Editor, *ONLINE Magazine*

Organizing/ Review Committee

Stephen E. Arnold, AIT

Jerry Miller, Simmons College

Roberta Brody
Queens College,
City University of New York

Dan Duncan, NFAIS

KnowledgeNets⁺ 2002

KnowledgeNets 2002 provides complete coverage of knowledge management and its applications within today's organization. The conference includes practical programs and case studies on the theories, practices, processes, tools, and solutions for enterprise knowledge networks.

KnowledgeNets 2002 includes two concurrent tracks over the 3-day conference. If your job is to plan, manage, or deploy KM strategies or systems, corporate intranets and portals, or e-learning initiatives, this event is for you.

Conference Chair

Jane Dysart
Dysart & Jones Associates

Organizing/ Review Committee

Stephen Abram
Micromedia ProQuest

Hugh McKellar, *KMWorld*

Renee Massoud, KPMG

Donna Scheeder, Congressional
Research Service, LC

E-Libraries⁺ 2002

E-Libraries covers the latest developments in library and information center systems and services. This conference focuses specifically on the distribution and management of information through libraries and information centers and also via digital means.

During this 3-day event, in two concurrent tracks, **E-Libraries** addresses the technology and patron service issues that arise in a rapidly changing library world. With new software and systems being added (and subtracted) every day, **E-Libraries** provides an important forum for discussing today's technological state of the art for delivery of library services as well as digital collections management.

Conference Chair

Pamela Cibbarelli
Cibbarelli's

Organizing/ Review Committee

Richard Boss, Information Systems
Consultant, Inc.

Marshall Breeding, Vanderbilt
University

Sharon McKay, MARC Link

Opening Keynotes

TUESDAY, MAY 14

9:00 a.m. – 10:00 a.m.



Content Is Dead! Long Live Context!

*Stephen Abram, Vice
President, Corporate
Development,
Micromedia ProQuest*

Information isn't about static stuff that lives in a rigid, permanent container. And the publishing and library world isn't about information delivery. Today's content is fluid, serving as a catalyst for work, learning, and play. Librarian, publishing executive, and captivating speaker Stephen Abram opens the conference by telling it as it is.

WEDNESDAY, MAY 15

9:00 a.m. – 10:00 a.m.



The New Dynamics of Decision Support

*David Snowden,
Director, Institute for
Knowledge
Management, IBM*

Knowledge management is returning to its roots in the support of decision makers. Reflecting on his pioneering work — funded by the U.S. Government — to change the dynamics of policy-making and intelligence assessment, consummate storyteller David Snowden discusses the challenges for both industry and government.

THURSDAY, MAY 16

9:00 a.m. – 10:00 a.m.



Publishing Today and Tomorrow

*The Honorable
Patricia Schroeder,
President & CEO,
Association of
American Publishers,
and Former Congresswoman*

Drawing on her experiences in the private sector, as well as from her 24 years as a noted Member of Congress, Patricia Schroeder addresses the challenges facing both publishers and their customers in the current economy, the policy debates that affect the marketplace, and the impact of these forces on the future of the publishing industry.

Thursday Closing Keynotes

NationalOnline⁺

3:00 p.m. – 4:00 p.m.

The Future Just Happened: Or Did It?

Marydee Ojala, Editor, ONLINE magazine

A panel of information industry luminaries will assess the state of online information. Is technology providing the futuristic ease of retrieval it promised? Can we rely on the Internet for all our information needs? How should we evaluate — and teach our clients to evaluate — the overlapping, ambiguous, contradictory, and sometimes just plain wrong pieces of information we uncover? What predictions can we make about the realistic future of online research?

KnowledgeNets⁺

3:00 p.m. – 4:00 p.m.

Operationalizing Knowledge Management: Integrating Support for Work, Learning, and Knowledge

Gloria Gery, Principal, Gery Associates

To be more than a goal, KM must be operationalized. It requires systematic integration of support for work processing with knowledge, data, tools, communications, and knowledge capture mechanisms. Gery, a consultant in knowledge management, business learning, and performance support, discusses and demonstrates a range of alternatives that actively support the natural "Doing, Learning, Referencing Cycle" involved in daily work performance. She addresses design and development requirements as well as the political, logistical, and economic support necessary to achieve this in affordable and timely ways.

E-Libraries⁺

3:00 p.m. – 4:00 p.m.

Library Automation: Today's Best Options

Pamela Cibbarelli, Cibbarelli's

When it comes to library automation, there are numerous options. Whether you're choosing a system for the first time, which most libraries are not, or whether you're planning to switch to another vendor, there are multiple questions to ask. What is the most important thing for your library to know so that you can successfully choose a vendor and implement a successful automation project?

Special Breakfast Presentation

WEDNESDAY, MAY 15

8:00 a.m. – 8:45 a.m.

Reflections Over Coffee

Ron Dunn, CEO, Academic Group, Thomson Learning

Content, context, digital, knowledge, virtual, electronic — all these words permeate the daily working lives of information professionals and knowledge managers. Enjoy a continental breakfast while listening to the insights of Ron Dunn, a long-time participant in and commentator on the information industry.

General Information

InfoToday 2002

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EXHIBIT HOURS

Tuesday, May 14
10:00 a.m. – 6:00 p.m.

Reception
5:00 p.m. – 6:00 p.m.

Wednesday, May 15
10:00 a.m. – 6:00 p.m.

Thursday, May 16
10:00 a.m. – 3:00 p.m.

Speakers and Press Room

A room has been set aside on Tuesday through Thursday for the use of speakers and members of the press. The designated speakers and press room is the Morgan Suite on the second floor.

Tape Cassettes

Sessions are being taped and are for sale in the registration area. These may be picked up during the meeting itself.

E-mail Stations

E-mail stations will be open in the Exhibit Hall during regular exhibit hours for attendees to check their mail.

Free Presentations — All Welcome

Announcing a series of free presentations for InfoToday 2002 exhibit hall visitors. They will take place in the Presentation Theatre in the Exhibit Hall, and cover a wide range of topical contemporary issues for information and knowledge professionals. These high-demand presentations are open on a first-come, first-served basis, so be sure to get there early!

Coffee and Danish Hour

Coffee and danish are provided for conference attendees on each of the three days of the conference. Times for each morning's food service are 8:00 to 9:00 a.m. on Tuesday, Wednesday and Thursday.

Coffee and Tea

Complimentary coffee and tea are available in the Exhibit Hall from 10:00 a.m. to 11:00 a.m. on Tuesday, Wednesday, and Thursday.

Free Reception

Information Today, Inc. invites all attendees and exhibitors to a complimentary wine and cheese reception in the Exhibit Hall on Tuesday from 5:00 - 6:00 p.m. Everyone is welcome to come and renew old acquaintances, and meet new colleagues while discovering the newest electronic information and knowledge-based products and services.

Presentation Links

Get access to many of the PowerPoint presentations and Web sites used in conjunction with the InfoToday 2002 general sessions! Links will be posted on the InfoToday 2002 Web site (www.infoday.com/it2002/presentations) **three to four weeks after the show.**

Opening Keynotes

West Ballroom

TUESDAY 9:00 a.m. – 10:00 a.m.

Content Is Dead! Long Live Context!

Stephen Abram, Vice President Corporate Development, Micromedia ProQuest

Preconference Workshops

MONDAY, MAY 13

9:00 a.m. – 12:00 p.m.

W1: Tying Information and Knowledge Together 10:45 a.m. – 11:30 a.m.

W2: Self-Organization: Personal KM

W3: Putting Metadata and Standards to Work on Your Intranet

W4: ONLINE Experts Present: Business and Finance 11:45 a.m. – 12:30 p.m.

W5: Web Search Engines 2:00 p.m. – 2:45 p.m.

W6: Implementing KM 3:15 p.m. – 4:00 p.m.

1:30 p.m. – 4:30 p.m.

W7: Assessing and Enhancing the Value of Your Organization's Web Presence 4:15 p.m. – 5:00 p.m.

W8: Virtual Reference 101

W9: Taxonomies

W10: Search Engine Extravaganza

W11: IT Project Management for Information Professionals

9:00 a.m. – 4:30 p.m.

W12: Content Management, Knowledge Sharing, and Information Portal Strategies 10:45 a.m. – 11:30 a.m.

Postconference Workshops

FRIDAY, MAY 17

9:00 a.m. – 12:00 p.m.

W13: Mapping Organizational Knowledge 3:15 p.m. – 4:00 p.m.

W14: Legal Information for Non-Legal Professionals 4:15 p.m. – 5:00 p.m.

W15: Security Issues in the Workplace

1:30 p.m. – 4:30 p.m.

W16: Performance Centered Business Models and Processes

W17: Making the Most of Free Patent Resources

9:00 a.m. – 4:30 p.m.

W18: Searcher's Academy 10:45 a.m. – 11:30 a.m.

EXHIBIT HOURS

Tuesday, May 14
10:00 a.m. – 6:00 p.m.
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10:00 a.m. – 6:00 p.m.

Thursday, May 16
10:00 a.m. – 3:00 p.m.

Tuesday, May 14

NationalOnline⁺

Kick-Off Session — Sutton North

*The Future of the Online Information Industry
Anthea Stratigos, President, Outsell, Inc.*

TRACK A Beekman PRACTICAL SEARCHING

A101: Not Business as Usual

A102: Online User Behavior and Misbehavior

A103: Real-Time News & Information

A104: Crystal Balling the Info Pro's Future

TRACK B Sutton North SEARCH ENGINES

B101: Things You Have to Know About Search Engines

B102: Secrets of the Hidden Web

B103: Secrets of the Hidden Web (continued)

B104: Wireless: Cost Quagmire or a Revenue Pot of Gold?

Wednesday, May 15

NationalOnline⁺

Opening Session — Sutton North

*Author's Rights and the Future of Full Text
Moderator: Dan Duncan, NFAIS*

TRACK A Beekman PUBLIC POLICY ISSUES

A201: Copyright Law and the Facts of Life

A202: Copyright: Truth and Consequences

A203: Licensing and the Future of Content Transactions

A204: Licensing Problems and Solutions

TRACK B Sutton North COMPETITIVE INTELLIGENCE

B201: Competitive Intelligence: Trends and Developments

B202: Competitive Intelligence in Practice

B203: Status of CI after 9-11

B204: Status of CI after 9-11 (continued)

Thursday, May 16

NationalOnline⁺

TRACK A Beekman ELECTRONIC PUBLICATION

A301: Retrieval Power

A302: Leveraging Digital Object Identifiers into Features

A303: Insights from Content Creators

TRACK B Sutton North WEB DESIGN FOR INFO PROS

B301: Search Friendly Web Design

B302: Building Exciting and Accessible Web Sites

B303: Paying for Hits

Closing Keynote — Sutton North

*The Future Just Happened: Or Did It?
Marydee Ojala, Editor, ONLINE magazine*

WEDNESDAY 9:00 a.m. – 10:00 a.m.

The New Dynamics of Decision Support

David Snowden, Director, Institute for Knowledge Management, IBM

THURSDAY 9:00 a.m. – 10:00 a.m.

Publishing Today and Tomorrow

The Honorable Pat Schroeder, President & CEO, Association of American Publishers, and former Congresswoman

KnowledgeNets⁺

Kick-Off Session — Murray Hill Suite

Ten Myths of Knowledge Management

Melissie Rumizen, Knowledge Strategist, Buckman Laboratories

TRACK C Gibson Suite KM ROI & STRATEGIES

- C101: The Fabric of KM
- C102: Implementing a KM Initiative
- C103: Increasing KM's ROI
- C104: Measuring the Potential of Knowledge

TRACK D Murray Hill Suite E-LEARNING

- D101: E-Learning: The Basics
- D102: The Art of Creating Useful Information
- D103: Setting Context
- D104: New Product Development Using KM Strategies

E-Libraries⁺

Kick-Off Session — Sutton South

Digital Libraries — The Next Generation

Clifford Lynch, Executive Director, Coalition for Networked Information

TRACK E Sutton South LIBRARY RESOURCES

- E101: Effects of September 11 on Government Information
- E102: Creating an RFP that Gets You the System You Want
- E103: Building a Gateway to Educational Materials
- E104: Enhanced Library Services

TRACK F Regent POLICY & ISSUES FORUM

- F101: Law & Disorder: Making Sense of CIPA
- F102: Copyright Law and the Digital Rights Agenda
- F103: Congress & Your Digital Future
- F104: How Copyright Policy Changes Everything

KnowledgeNets⁺

Opening Session — Murray Hill Suite

Organizational Strategies for Adapting to Environments

Steve Denning, author of The Springboard

TRACK C Gibson Suite E-GOVERNMENT & KM

- C201: E-Government — Models and Strategies
- C202: KM in Government: NASA Case Study
- C203: KM in Action: CKOs Speak
- C204: Collaboration and Knowledge Sharing for National Security

TRACK D Murray Hill Suite KM AND CONTENT

- D201: The Knowledge Architect: Content in Context
- D202: XML That Pays Off for Your Content Database
- D203: Taxonomies, Lexicons, and Organizing Knowledge
- D204: Managing Knowledge in Context

E-Libraries⁺

Opening Session — Sutton South

The Debate on Scholarly Publishing

Moderator: *Robin Peek, Simmons College*

TRACK E Sutton South SERIALS ISSUES & ANSWERS

- E201: E-Journals vs. Print Journals
- E202: Tracking End-Users' Usage and Costs
- E203: Digital Rights Management Solutions
- E204: Managing E-Journal Collections

TRACK F Regent E-REFERENCE

- F201: Morphing & Mapping
- F202: What Users Make Search Engines Do
- F203: 24/7 Reference Services
- F204: New Services, New Tools

KnowledgeNets⁺

TRACK C Gibson Suite COLLABORATION & KM

- C301: Knowledge Communities
- C302: Communities of Practice
- C303: Collaborative Intranets

TRACK D Murray Hill Suite KM AND CONTENT

- D301: Managing Content: Trends & Tools
- D302: Managing Content and Knowledge
- D303: Content, Context & Collaboration

TRACK E Sutton South WEB PORTALS

- E301: Managing Resources and Measuring Performance
- E302: Library Portals
- E303: Flexibility, Accountability & Integrated Reference

TRACK F Regent DATABASE CREATION

- F301: Constructing Web-Enabled Databases
- F302: Constructing Web-Enabled Databases (*continued*)
- F303: Communicating for Excellent Conversions

Closing Keynote — Murray Hill Suite

Operationalizing Knowledge Management

Gloria Gery, Principal, Gery Associates

Closing Keynote — Sutton South

Library Automation: Today's Best Options

Pamela Cibbarelli, Cibbarelli's

West Ballroom

**OPENING KEYNOTE—
Content Is Dead!
Long Live Context!**

Stephen Abram, Vice President
Corporate Development,
Micromedia ProQuest

9:00 a.m. – 10:00 a.m.

**Networking Break
– Visit the Exhibits**

10:00 a.m. – 10:45 a.m.

Sutton North

Kick-Off Session**The Future of the Online Industry**

10:45 a.m. – 11:30 a.m.

Anthea Stratigos, President, Outsell, Inc.

Anthea Stratigos, noted commentator and observer of the online information industry, co-founder of Outsell Inc., and *ONLINE* magazine columnist, will share her views on the future of the industry. Anthea brings a unique perspective, with an in-depth understanding of both data providers and information professionals. Her ability to provide meaningful insights is unsurpassed. Her talk will set the stage for the remainder of the three-day conference.

**PRACTICAL SEARCHING
TRACK A**

Beekman

The general public may think that all research can be accomplished by typing a word or two into a search engine. Information professionals know better. Although it's tempting to use time-tested techniques, with the constantly changing Web, it's best to use a variety of sources and search strategies to effectively research topics.

Not Business As Usual

11:45 a.m. – 12:30 p.m.

Moderated by **Marydee Ojala**, Editor, *ONLINE* magazine

Ann Cullen, Credit Suisse First Boston
Trudy Katz, MasterCard
Greg Notess, Montana State University

The disruptive business environment has caused changes in how business searchers acquire, manipulate, and disseminate information. Is there a shift from or towards fee-based information? Are libraries and information professionals becoming more virtual? Is there more analysis going on? Learn from those in the trenches what they are doing differently.

Lunch Break – Visit the Exhibits

12:30 p.m. – 2:00 p.m.

Online User Behavior and Misbehavior

2:00 p.m. – 2:45 p.m.

Moderated by **Brian Quinn**, Texas Tech University Libraries

Lies, Damned Lies, and the Internet

Anne Mintz, Director of Knowledge Management, *Forbes* Inc.

We are in an age of Internet nomads and mass acceptance of Web-based online information. But what if new dangers emerge not from a lack of competence by database producers or online searchers, but from a malevolent competence? This presentation discusses deliberate deception, deliberate misinformation, and half-truths that can be used to divert us from the real information being sought. What protections exist for online searchers? This presentation gives examples of misinformation and advice on how to guard yourself from these dangers.

**Comparing Information Seeking Behavior
in Real and Virtual Environments**

Tula Giannini, Associate Professor, Pratt Institute, SILS

As online resources expand in scope and depth, most researchers, regardless of subject area, now begin with an online search. Given the important differences between online resources accessible in real and

virtual environments, users' search strategies and outcomes are bound to be affected by the search environment. Differences in students' information seeking behaviors across disciplines have significant impact on strategies, as observed by a study conducted at the New York Public Library and the Watson Library of the Metropolitan Museum. Insights gained from this study will aid both researchers and trainers.

Networking Break – Visit the Exhibits

2:45 p.m. – 3:15 p.m.

**Real-Time News & Information —
Now More than Ever**

3:15 p.m. – 4:00 p.m.

Moderated by **Brian Quinn**, Texas Tech University Libraries

David Scott, VP, Marketing, NewsEdge and NewsEdge customers
Kathleen Millington, Manager, Berlex Laboratories

It's never been more important to know that the news and information your company is getting is sound, secure, true, and timely. Now, more than ever, it's imperative to gain clear understanding of how unexpected external events may impact your company, helping you to react intelligently and quickly to external changes — big and small — that are critical to business operations. How has the changing global climate impacted the need for strong internal mechanisms to keep corporate executives aware of up to the minute developments? What's the result for the perception of corporate information officers with America's corporations? Do you need to be big to be strategic? This session will focus on the risks and barriers you are exposed to and how to overcome them.

**Crystal Balling the Information
Professional's Future**

4:15 p.m. – 5:00 p.m.

Moderated by **Brian Quinn**, Texas Tech University Libraries

Bill Noorlander, TFPL
Rafi Musher, Stax, Inc.

Changes in the workplace, changes in technology, changes in information philosophy — what do they mean to the information professional? We've been exhorted for years to be open to change, but change seems to be happening at a much faster pace than previously. It's clear that in 2002, more than ever before, a clear understanding of the value proposition of your organization, a focus on ROI, and a willingness to align library and information services with the organization's expectations are crucial.

Reception in the Exhibit Hall

5:00 p.m. – 6:00 p.m.

**SEARCH ENGINES AND
RELATED TECHNOLOGIES
TRACK B**

Sutton North

Internet search engines grow in complexity day by day. Specialized ways of accessing Web information add enormously to the effectiveness and efficiency of information retrieval. This track details the latest manifestations of search engine developments.

**Things You Just Have to Know
About Search Engines**

11:45 a.m. – 12:30 p.m.

Moderated by **Paula Hane**, *Information Today*, Inc.

Ran Hock, Principal, *Online Strategies*

Who knows more about search engines than the author of *The Extreme Searcher's Guide to Web Search Engines: A Handbook for the Serious Searcher*? In this session Ran will share his knowledge of how search engines work and what techniques will work best with which search engines. Not only does Ran explain in detail what information professionals should expect from Web search engines, he keeps up to date with the technical developments in search engines so that you don't have to.

Lunch Break – Visit the Exhibits

12:30 p.m. – 2:00 p.m.

Secrets of the Hidden Web

Moderated by **Paula Hane**, *Information Today*, Inc.

2:00 p.m. – 2:45 p.m.

Chris Sherman, Co-Author, *The Invisible Web*, and Editor,
SearchDay Newsletter

Gary Price, Co-Author, *The Invisible Web*, and Creator,
The Virtual Acquisition Shelf & News Desk

Vast portions of the Web are all but invisible to most search engines. It's not that the search engines and Web directories are "stupid" or even badly engineered. Rather, they simply can't "see" millions of high-quality resources that are available exclusively on the Invisible Web. The Invisible Web contains vast amounts of authoritative and current information that's accessible to you, using your Web browser or add-on utility software — but you have to know ahead of time where to find it. In this lively, interactive presentation, Chris Sherman and Gary Price reveal the techniques they used to find the hidden Web content for their best-selling book *The Invisible Web: Uncovering Information Sources Search Engines Can't See*.

Cross-Tracking at 

Interested in how law affects information access?

**Tuesday at E-Libraries:
Copyright and the Digital Rights Agenda**

**Wednesday at National Online:
Licensing & Content Transactions**

Your InfoToday Gold Pass lets you define your own path across all three InfoToday programs.

Networking Break – Visit the Exhibits

2:45 p.m. – 3:15 p.m.

Secrets of the Hidden Web (continued)

3:15 p.m. – 4:00 p.m.

**Wireless: Cost Quagmire or a
Revenue Pot of Gold?**

4:15 p.m. – 5:00 p.m.

Steve Arnold, *Arnold Information Technology*
Alan Markowiz, VP, *ChatSpace*, Inc.

Chuck Napier, SVP, *Wmode* Inc.

Azim Tejani, CEO, *i411*

There are opportunities to generate revenue from wireless information access and delivery. Content and services must fit the billing models. To understand wireless, you must understand the metrics of wireless content delivery. And you must ensure that a wide range of content develops with access that satisfies consumer demand with a secure economic transaction model. How can you best utilize wireless in your work?

Reception in the Exhibit Hall

5:00 p.m. – 6:00 p.m.

At-A-Glance

9:00 a.m. – 10:00 a.m.

Opening & Keynote

10:00 a.m. – 10:45 a.m.

Grand Opening of Exhibition/Networking Break

10:45 a.m. – 11:30 a.m.

Kick Off Session — The Future of the Online Industry

11:45 a.m. – 12:30 p.m.

A101 — Not Business As Usual

**B101 — Things You Just Have to Know
About Search Engines**

12:30 p.m. – 2:00 p.m.

Lunch Break

2:00 p.m. – 2:45 p.m.

A102 — Online User Behavior and Misbehavior

B102 — Secrets of the Hidden Web

2:45 p.m. – 3:15 p.m.

Networking Break — Visit the Exhibits

3:15 p.m. – 4:00 p.m.

**A103 — Real-Time News & Information—
Now More than Ever**

B103 — Secrets of the Hidden Web (continued)

4:15 p.m. – 5:00 p.m.

**A104 — Crystal Balling the Information
Professional's Future**

**B104 — Wireless: Cost Quagmire or a
Revenue Pot of Gold?**

West Ballroom

**OPENING KEYNOTE—
Content Is Dead!
Long Live Context!**

Stephen Abram, Vice President
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Micromedia ProQuest
9:00 a.m. – 10:00 a.m.

**Networking Break
– Visit the Exhibits**
10:00 a.m. – 10:45 a.m.

Murray Hill Suite

Kick-Off Session

Ten Myths of Knowledge Management
10:45 a.m. – 11:30 a.m.

Melissie Rumizen, Knowledge Strategist, Buckman Laboratories & Author of The Complete Idiot's Guide to Knowledge Management
Using lots of concrete examples, Rumizen focuses on things that everyone believes to be true in KM, but are not. For instance: for every organization there is ONE, perfect KM strategy which must be found; those who want an ROI are unrealistic because you can't measure the effects of KM; putting everything in English solves language and cultural barriers; no one wants to share; your CIO is an unfriendly alien; and lots more myths are exploded in this talk.

**KM ROI & LEADING STRATEGIES
TRACK C**
Gibson Suite

KM thought leaders agree that the next generation of KM is totally integrated into an organization's business and work processes. Organizations leading the way are aggressively creating and pursuing innovative strategies, models, and measures. Listen to those actively involved, who are busily moving beyond the theory to the reality – and truly demonstrating a Return on Investment (ROI).

Moderated by **Rebecca Jones**, Dysart & Jones Associates

**The Fabric of KM:
Designing KM for Diverse Outcomes**

11:45 a.m. – 12:30 p.m.

Susan Albers Mohrman, Center for Effective Organizations,
Marshall School of Business, University of Southern California

Business success in the knowledge firm depends on achieving a variety of outcomes, including the generation of new knowledge, the application of knowledge in products and services, and the development of enhanced processes. Research at the Center for Effective Organizations shows that different kinds of knowledge processes contribute to these various outcomes; consequently, diverse KM activities are required that are sensitive to the strategy and work processes of the organization. What are the implications of this research for the design of multifaceted KM systems that affect multiple business outcomes through a variety of paths? What are the organizational and behavioral approaches required to complement IT capability?

Lunch Break – Visit the Exhibits
12:30 p.m. – 2:00 p.m.

**Implementing a KM Initiative:
Corning Case Study**

2:00 p.m. – 2:45 p.m.

Stuart Sammis, Project Leader, Knowledge Management
Organizational Learning, Corning Incorporated
Steve Goodfellow, President, Access Systems, Inc.

This session discusses how Corning's Science and Technology Division began their KM and Organizational Learning initiative. It addresses the strategies and practices they are using to enhance their innovation efforts, how they work with internal or external consultants, and how

they use a virtual team (mainly internal consultants) to facilitate development and deployment.

Networking Break – Visit the Exhibits
2:45 p.m. – 3:15 p.m.

Increasing KM's ROI

3:15 p.m. – 4:00 p.m.

David L. Gilmour, President & CEO, Tacit Knowledge Systems, Inc.
We all recognize that KM is not an end in itself, but rather that KM processes and technology do help achieve business objectives. Using real world examples, this session reviews what ROI means, how to calculate it, and also provides some fresh ideas about how to achieve business objectives using new KM frameworks, models, and technology.

Measuring the Potential of Knowledge

4:15 p.m. – 5:00 p.m.

Boyd Hendriks, Senior Managing Consultant, Knowledge Management, Cap Gemini Ernst & Young
Promising results have been booked in measuring the potential of knowledge in a multi-disciplinary environment. Five research institutes and universities joined forces with the aid of a multi-million Euro capital injection to establish a world knowledge center on engineering, based on agreements on the quality of knowledge management and the potential of knowledge. Nine major knowledge management principles were chosen to define 114 key indices measuring the potential of knowledge in the new organization. This session gives an explanation on the what and the how of measuring your organization's KM potential.

Reception in the Exhibit Hall
5:00 p.m. – 6:00 p.m.

Cross-Tracking at InfoToday 2002

Your InfoToday 2002 Gold pass lets you sample all three programs.

**Tuesday at National Online:
Search Engines and Related Technologies**

Go Platinum and get into any Monday or Friday workshop free, including Web Search Engines, and Search Engine Extravaganza.

**E-LEARNING, CONTENT & KM STRATEGIES
TRACK D**

Murray Hill Suite

E-learning is Internet-enabled learning — one of the three pillars of KM: content, context, and learning. New Web-based technologies allow for some pretty amazing whiz-bang things to be delivered, from distance learning initiatives, through the migration of courses to the Web and into modularized, customized and personalized learning.

Organized and moderated by **Stephen Abram**, IHS Group/Micromedia Limited

E-Learning: The Basics

11:45 a.m. – 12:30 p.m.

Stephen Abram, Vice President, IHS Group/Micromedia Limited
Frank Cervone, Director, Library Systems, Northwestern University

This session provides an overview of e-learning basics. Abram reviews the types of e-learning initiatives on the Web and the key concepts and roles in knowledge and competency training for an enterprise's employees. E-learning is already moving into its second generation and specific URLs for further investigation are provided. Cervone addresses the ways organizations can keep up with growing demand for Web-based e-learning by turning to "courseware" to develop and implement training programs. Learn about the four most popular Web course management and development systems — WebCT, BlackBoard, Prometheus, and eCollege. What are their strengths, weaknesses and potential? Find out how you can use these tools to effectively deliver educational programs.

Lunch Break – Visit the Exhibits
12:30 p.m. – 2:00 p.m.

**The Art of Creating Useful Information
and Effective Online Learning**

2:00 p.m. – 2:45 p.m.

David Guralnick, President, Kaleidoscope Learning, NY

Today's Web technology allows unprecedented access to information and training, as well as centralized updating. But the technology is only as good as the end products. To take full advantage of the Web's potential and produce truly useful, effective products, trainers and content creators need methods of producing content appropriate to their goals, the audience, and the medium. This job is as much art as science, and technology can enhance the entire process of creating information and training. Using real world applications to illustrate, this session discusses the "art" of designing information and e-learning, and describes software tools to aid the design and development processes.

Networking Break – Visit the Exhibits
2:45 p.m. – 3:15 p.m.

Coffee and Danish Hour

Coffee and danish are provided for conference attendees on each of the three days of the conference.
Times for each morning's food service are 8:00 to 9:00 a.m. on Tuesday, Wednesday and Thursday.

**Setting Context: Personas, Archetypes,
and Organizational Engagement**

3:15 p.m. – 4:00 p.m.

David Snowden, Director, Institute for Knowledge Management, IBM
Mary Lee Kennedy, Director, Knowledge Network Group, Microsoft Corporation

Meeting the information needs of an organization has traditionally been a matter of conducting a needs assessment through surveys, interviews, or focus groups. This presentation focuses on alternative strategies for engaging with the organization, such as narrative techniques, which build effective communication environments on the Web, with broader implications to organizational and cultural change.

**New Product Development
Using KM Strategies**

4:15 p.m. – 5:00 p.m.

David L. Gilmour, President & CEO, Tacit Knowledge Systems, Inc.
This session describes key strategies for using KM to enhance the product development cycle. It uses a case study approach and illustrates the context in which a pharmaceutical company, focused on one new product development, speeds new drug development by having all interested groups continuously interact during the cycle.

Reception in the Exhibit Hall
5:00 p.m. – 6:00 p.m.

At-A-Glance

9:00 a.m. – 10:00 a.m.
Opening & Keynote

10:00 a.m. – 10:45 a.m.
Grand Opening of Exhibition/Networking Break

10:45 a.m. – 11:30 a.m.
Kick Off Session — Ten Myths of Knowledge Management

11:45 a.m. – 12:30 p.m.
C101 — Designing KM for Diverse Outcomes
D101 — E-Learning: The Basics

12:30 p.m. – 2:00 p.m.
Lunch Break

2:00 p.m. – 2:45 p.m.
C102 — Implementing a KM Initiative
D102 — The Art of Creating Useful Information and Effective Online Learning

2:45 p.m. – 3:15 p.m.
Networking Break — Visit the Exhibits

3:15 p.m. – 4:00 p.m.
C103 — Increasing KM's ROI
D103 — Personas, Archetypes, and Organizational Engagement

4:15 p.m. – 5:00 p.m.
C104 — Measuring the Potential of Knowledge
D104 — New Product Development Using KM Strategies

West Ballroom

**OPENING KEYNOTE—
Content Is Dead!
Long Live Context!**

Stephen Abram, Vice President
Corporate Development,
Micromedia ProQuest
9:00 a.m. – 10:00 a.m.

**Networking Break
– Visit the Exhibits**
10:00 a.m. – 10:45 a.m.**LIBRARY RESOURCES
TRACK E**
Sutton South

Resources used by librarians take many forms, from research materials to library automation systems. Challenges in acquiring, maintaining, providing access, manipulating, and disseminating are legion — and made even more demanding as our libraries become increasingly digital.

**Effects of September 11
on Government Information**

11:45 a.m. – 12:30 p.m.

Moderated by **Pamela Cibbarelli**, Cibbarelli's

Donna Scheeder, Congressional Research Service,
Library of Congress

Gary Price, Gary Price Library Research and Internet Consulting

The events of September 11 have had a profound effect on the online availability of information, particularly information that used to be readily and freely available on the Web. Many government sites have removed enormous amounts of material such as schematics of water systems, information on HAZMAT, mapping of oil and gas pipelines, specifications for energy facilities, and state environmental data. Libraries have been ordered to destroy certain government CD-ROMs because the data on them is now considered too sensitive for the general public. Freedom of information and security concerns directly conflict. What's a librarian to do? How do we have an educated, informed populace and, at the same time, limit access to information in the name of security?

Lunch Break – Visit the Exhibits

12:30 p.m. – 2:00 p.m.

**Creating an RFP that Gets
You the System You Want**

2:00 p.m. – 2:45 p.m.

Richard Boss, Principal, Information Systems Consultant, Inc.

The Request for Proposal is one of the most important documents librarians create. When a library is considering a new automation product, it's vital that the RFP be written to elicit responses that will enable the library to choose the best system for its individual needs. This isn't a cookie-cutter process; each library's needs will be different from its

Sutton South

Kick-Off Session**Digital Libraries — The Next Generation**

10:45 a.m. – 11:30 a.m.

Moderated by **Pamela Cibbarelli**, Cibbarelli's

Clifford Lynch, Executive Director, Coalition for Networked Information

What will the next generation of library systems look like? After many years of talking about digital libraries, are we there yet? Dr. Lynch will talk about learning management systems, locally developed digital collections, effects of licensing large amounts of external digital content, digital "books," authentication developments, personalization, and "scholar's portal" ideas and their possible futures in libraries. This noted visionary and Executive Director of the Coalition for Networked Information will speculate on topics that affect all practicing librarians, whether they work in a total digital environment, a partial digital environment, or are only contemplating becoming digital.

counterpart's, even if they may look the same from the outside. Learn how to prepare an RFP for an automated library system or other major procurement, including essential instructions to bidders, general requirements, detailed functional requirements, minimum hardware requirements, vendor support requirements, acceptance testing, and ongoing reliability criteria. Samples will be provided.

Networking Break – Visit the Exhibits

2:45 p.m. – 3:15 p.m.

**Building a Gateway to Educational
Materials (GEM)**

3:15 p.m. – 4:00 p.m.

Moderated by **Sharon McKay**, MARC Link

Nancy Virgil Morgan, Information Institute of Syracuse

GEM is a consortium effort to improve access to un-cataloged collections of educational materials on non-profit, commercial and government Internet sites. It provides metadata for education resources, extends and qualifies Dublin Core metadata with GEM elements and qualifiers, and provides on-target, efficient searching and browsing. As a tool for end-users, catalogers, and educators, its use of natural language processing and machine learning reveals the potential of electronic libraries. This session will allow GEM Consortium Members to describe the background, research foundations, and future efforts of the Gateway to Educational Materials (GEM) Project and its impact on their organizations. GEM is sponsored by the U.S. Department of Education.

Enhanced Library Services

4:15 p.m. – 5:00 p.m.

**Developing a Web-Based Interactive
Tutorial for Information Literacy Program**

Mark Meng, **Brian Mikesell**, and **Joan D'Andrea**, St. John's Univ.

Designing a technological system for the delivery of library instruction has gained increasing attention among librarians and library administrators. The advantages of a Web-based interactive tutorial are well documented. Using the St. John's University Library experience, the presenters will take the audience step-by-step through the design process and final implementation of an information literacy tutorial. Practical guidelines will be given for forming the right team, setting objectives, selecting technological platforms and educational objectives, mapping content treatment, managing media, and conducting alpha and beta tests.

Mobile Computing at the Kennedy Library

Navjit Brar, California Polytechnic State Univ., San Luis Obispo

"Reaching Out: Building the Library's Future" was the library's strategic plan for 2001. Through collaboration with Information Technology Services (ITS), Cal Poly began to offer Mobile Computing (MC), a program that provides wireless access to the campus network for the campus community. This uses Radio Frequency (RF) technology to transmit data through the air without wired cabling. MC provides all the same features and benefits of the existing campus network, but without the limitations of being tethered to a cable. Laptops are available for checkout, each one with software similar to other computer labs on campus and a wireless card that allows access to the campus network and the Internet. Students also use their own laptops. From this pilot program, we can identify the library resources most appropriate to this technology.

Reception in the Exhibit Hall

5:00 p.m. – 6:00 p.m.

**POLICY & ISSUES FORUM
TRACK F**

Regent

Public policy issues increasingly rule today's business environment. Libraries are not immune from scrutiny nor are they protected from criticism. Issues arising from copyright law, filtering legislation, and funding requirements have caused librarians much anguish. Understanding the issues is key to deciding upon actions to take.

Track organized and moderated by **Dan Duncan**, NFAIS

Law & Disorder: Making Sense of CIPA

11:45 a.m. – 12:30 p.m.

George H. Pike, Director, Barco Law Library and Assistant
Professor of Law, University of Pittsburgh

The Children's Internet Protection Act (CIPA), passed in late 2000, will be fully implemented in July 2002. Information professionals must have a clear understanding of what the Act requires and what it does not require in order to effectively implement and comply. Information professionals also must understand the legal foundation upon which CIPA rests in order to most effectively balance compliance with patron services. This session will review the CIPA language in the context of the underlying legal principles, then investigate filtering and policy strategies that respond both to legitimate concerns about inappropriate Internet content and the information needs of patrons.

Lunch Break – Visit the Exhibits

12:30 p.m. – 2:00 p.m.

**Copyright Law and the
Digital Rights Agenda**

2:00 p.m. – 2:45 p.m.

Jesse M. Feder, Acting Associate Director for Policy and
International Affairs, U.S. Copyright Office

Since conclusion of the WIPO Copyright Treaty and enactment of the Digital Millennium Copyright Act (DMCA), copyright policy changes continue to occur at home and abroad. Intellectual property rights are a constant in the library world, but opinions about how and what is protected differ considerably. Hear the latest information from the Copyright Office on how the courts, the Bush administration, Congress, and foreign governments are moving forward to set the digital copyright agenda.

Networking Break – Visit the Exhibits

2:45 p.m. – 3:15 p.m.

**Congress and Your Digital Future:
Changes in Law on the Horizon**

3:15 p.m. – 4:00 p.m.

Keith Kupferschmid, Software Information Industry Association

The digital revolution is far from over and Congress has a number of bills pending that will establish even more new norms for copyright protection and use in the 21st century. Two top lobbyists from Washington discuss the pros and cons of the TEACH Act, database protection, fair use, technological protections — and more.

How Copyright Policy Changes Everything

4:15 p.m. – 5:00 p.m.

George H. Pike, Director, Barco Law Library and Assistant
Professor of Law, University of Pittsburgh

Debates in Congress and within the Administration about changes in copyright law can become very theoretical. What producers and users need to know is the effect of policy changes on their day-to-day relationships. An experienced legal scholar discusses the implications of changes in digital content ownership rights, fair use, growing concern over licensing terms, and new copyright concepts.

Reception in the Exhibit Hall

5:00 p.m. – 6:00 p.m.

At-A-Glance

9:00 a.m. – 10:00 a.m.

Opening & Keynote

10:00 a.m. – 10:45 a.m.

Grand Opening of Exhibition/Networking Break

10:45 a.m. – 11:30 a.m.

Kick Off Session — **Digital Libraries — The Next Generation**

11:45 a.m. – 12:30 p.m.

E101 — Effects of September 11 on Government Info
F101 — Law & Disorder: Making Sense of CIPA

12:30 p.m. – 2:00 p.m.

Lunch Break

2:00 p.m. – 2:45 p.m.

**E102 — Creating an RFP that Gets You
the System You Want**

F102 — Copyright Law and the Digital Rights Agenda

2:45 p.m. – 3:15 p.m.

Networking Break — Visit the Exhibits

3:15 p.m. – 4:00 p.m.

E103 — Building a Gateway to Educational Materials (GEM)
F103 — Congress and Your Digital Future

4:15 p.m. – 5:00 p.m.

E104 — Enhanced Library Services

F104 — How Copyright Policy Changes Everything

West Ballroom

**SPECIAL BREAKFAST
PRESENTATION—****Reflections Over Coffee**

*Ron Dunn, CEO, Academic Group,
Thomson Learning*

8:00 a.m. – 8:45 a.m.

West Ballroom

KEYNOTE—**The New Dynamics of
Decision Support**

*David Snowden, Director, Institute
for Knowledge Management, IBM*

9:00 a.m. – 10:00 a.m.

Sutton North

Opening Session**Author's Rights and the Future of Full Text**

10:45 a.m. – 11:30 a.m.

Moderator: *Dan Duncan, NFAIS*
Jonathan Tasini, National Writers Union
George Plosker, VP Content Support & Training, Gale Group
Mary Case, ARL, Association of Research Libraries
Andrew Elston, VP Content, IndustryClick

One of the most closely-watched Supreme Court cases last year was that brought by Jonathan Tasini on behalf of freelance writers whose work was included in online databases. The dust from that decision, which ruled in favor of the writers, has not settled. Publishers, aggregators, librarians, and the writers themselves have vastly different opinions on how the decision affects them and what the online world will be like going forward.

Networking Break – Visit the Exhibits

10:00 a.m. – 10:45 a.m.

**PUBLIC POLICY ISSUES
TRACK A**

Beekman

Online information does not exist in a vacuum. The changing legal landscape provides unique challenges for both producers and users. The issues may affect constituencies differently, but knowing all the ramifications of court rulings, legislative edicts, and regulatory decisions is critical.

*Track organized and moderated by Dan Duncan,
Executive Director, NFAIS*

Copyright Law and the Facts of Life

11:45 a.m. – 12:30 p.m.

Joel Wolfson, Partner, Blank Rome Comisky & McCauley LLP

How are the courts and legislatures changing the economic landscape for creating, distributing, and using digital information? Learn what providers and customers are doing to adjust their practices and what changes may be ahead in tomorrow's information marketplace.

A201

Lunch Break – Visit the Exhibits

12:30 p.m. – 2:00 p.m.

Copyright: Truth and Consequences

2:00 p.m. – 2:45 p.m.

Bonnie Lawlor, President, Chescot Publishing, Inc.
*James Neal, VP, Information Services and University Librarian,
Columbia University*

Recent court cases and legislative efforts — both in the U.S. and other countries — have focused attention on the applicability of copyright and licensing laws in the digital age. New policies and practices will be the consequences. Hear whether producers and customers are adjusting adequately to these shifting policies and what further policy changes each side in the debates is seeking.

A202

Networking Break – Visit the Exhibits

2:45 p.m. – 3:15 p.m.

**Licensing and the Future of
Content Transactions**

3:15 p.m. – 4:00 p.m.

Carlyle C. Ring, Of Counsel, Ober/Kaler

As e-commerce moves forward, key issues in contract law are proving problematic for both producers and users. Connie Ring is a member of the Permanent Editorial Board of the Uniform Commercial Code of the National Conference of Commissioners on Uniform State Laws and noted expert on contracts. Hear his authoritative review of a proposed, state-based licensing statute — the Uniform Computer Information Transactions Act (UCITA) and learn what is shaping a law that will be a primary element of future digital content transactions.

A203

Licensing Problems and Solutions

4:15 p.m. – 5:00 p.m.

*Tomas Lipinski, Co-Director, Center for Information Policy
Research, School of Library and Information Science, University
of Wisconsin-Milwaukee*

Increased production and delivery of digital content has focused attention in the user community on licensing practices, raising awareness and creating new demands. Prof. Lipinski draws upon his legal expertise and his experience in the institutional user environment to explain what problems users are encountering in current licensing practices and what solutions they seek.

A204

Go Platinum

Sample all three programs to your heart's content,
plus attend Searcher's Academy on Friday and any
other workshop of your choice!

**COMPETITIVE INTELLIGENCE
TRACK B**

Sutton North

Recent events in competitive intelligence have focused unprecedented attention on the field. Not only have ethical issues raised awareness of the accepted practices for CI professionals, the declining economy and stresses of a nation at war have thrust CI, and its military espionage cousin, into the limelight.

Track organized and moderated by Jerry Miller, Simmons College

**Competitive Intelligence:
Trends and Developments**

11:45 a.m. – 12:30 p.m.

Jerry Miller, Simmons College

A survey of CI practitioners reveals their concerns, changes in research techniques, views on the future of the profession — the *Zeitgeist* of competitive intelligence as it were. What are the trends and developments that stem both from the CI environment and technology enhancements?

B201

Lunch Break – Visit the Exhibits

12:30 p.m. – 2:00 p.m.

Competitive Intelligence in Practice

2:00 p.m. – 2:45 p.m.

Helene Kassler, Competitive Intelligence Consultant

One of the premier practitioners of competitive intelligence, Helene Kassler, shares her tips, techniques, and insights into this important area. What are the global resources that the resourceful competitive intelligence researcher should know about? What techniques are transferable to other disciplines, such as market research? How can you best interpret the conflicting information you find on the Internet and through conventional online sources? In a nutshell, what are the "tricks of the trade" in competitive intelligence from a practical perspective?

B202

Cross-Tracking at **Coping with change?**

Your Gold Pass will help.

A101: Not Business as Usual

A104: The Information Professional's Future

C103: Increasing KM's ROI

E101: 9/11 and Government Information

F103: Congress & Your Digital Future

B203: Competitive Intelligence after 9/11

E203: Digital Rights Management Solutions

Networking Break – Visit the Exhibits

2:45 p.m. – 3:15 p.m.

Status of CI After 9-11

3:15 p.m. – 4:00 p.m.

Jerry Miller, Simmons College
Garn Anderson, Energizer Corp.
Tim Powell, Knowledge Agency
Wayne Rosenkrans, AstraZeneca

Beginning with a brief presentation of the results of a survey of CI professionals about what has changed and not changed in the way they do business following the events of September 11th, a panel of experts will respond to the survey and talk about their own situations. Garn Anderson will address the expanding gray areas involved in the CI practice from a managerial perspective, Tim Powell will cover the data warfare and data security issues, and Wayne Rosenkrans will concentrate on how the chemicals and pharmaceuticals industries have responded. Time for audience participation will be scheduled.

B203

Status of CI After 9-11 (continued)

4:15 p.m. – 5:00 p.m.

B204

At-A-Glance

9:00 a.m. – 10:00 a.m.

Opening & Keynote

10:00 a.m. – 10:45 a.m.

Opening of Exhibition/Networking Break

10:45 a.m. – 11:30 a.m.

Opening Session — Author's Rights and the
Future of Full Text

11:45 a.m. – 12:30 p.m.

A201 — Copyright Law and the Facts of Life

B201 — Competitive Intelligence:
Trends and Developments

12:30 p.m. – 2:00 p.m.

Lunch Break

2:00 p.m. – 2:45 p.m.

A202 — Copyright: Truth and Consequences
B202 — Competitive Intelligence in Practice

2:45 p.m. – 3:15 p.m.

Networking Break — Visit the Exhibits

3:15 p.m. – 4:00 p.m.

A203 — Licensing and the Future of
Content Transactions

B203 — Status of CI After 9-11

4:15 p.m. – 5:00 p.m.

A204 — Licensing Problems and Solutions

B204 — Status of CI After 9-11 (continued)

West Ballroom
SPECIAL BREAKFAST PRESENTATION—
Reflections Over Coffee
Ron Dunn, CEO, Academic Group, Thomson Learning
 8:00 a.m. – 8:45 a.m.

West Ballroom
KEYNOTE—
The New Dynamics of Decision Support
David Snowden, Director, Institute for Knowledge Management, IBM
 9:00 a.m. – 10:00 a.m.

Murray Hill Suite

Opening Session

Organizational Strategies for Adapting to Changing & Competitive Environments
 10:45 a.m. – 11:30 a.m.

Steve Denning, author of The Springboard: How Storytelling Ignites Action in Knowledge-Era Organizations
 The number one problem of today's managers is the difficulty in getting their organizations to adapt to a competitive environment that is neither stable nor predictable. This session explains how springboard storytelling can communicate complex new ideas and spark rapid energetic action towards their implementation. Drawing on his experience as Program Director, Knowledge Management at the World Bank from 1996-2000, our entertaining speaker describes springboard storytelling, and shows how to identify, craft and perform springboard stories to introduce knowledge management programs.

Networking Break – Visit the Exhibits
 10:00 a.m. – 10:45 a.m.

E-GOVERNMENT & KM APPLICATIONS TRACK C
 Gibson Suite

Electronic government initiatives are in demand around the world, and some countries are mandating that government departments be fully electronic by 2003. This full-day of programs provides frameworks and real world examples of organizations that are structuring information for agency-wide sharing, using interesting models and tools, and providing networks and communities for practitioners. It is not only valuable to those who are practicing KM in governments but is also mandatory for any organization that wants to know in what types of projects governments are engaged.

Organized & moderated by *Donna Scheeder, Congressional Research Service, Library of Congress*

E-Government — Models and Strategies C201
 11:45 a.m. – 12:30 p.m.

Donna Scheeder, Congressional Research Service, Library of Congress
Boyd Hendricks, Senior Managing Consultant, Knowledge Management, Cap Gemini Ernst & Young

This overview session looks at the strategies, progress, and plans within the governments of the U.S., the European Community, and Canada. It focuses on key developments and applications, models and future directions.

Lunch Break – Visit the Exhibits
 12:30 p.m. – 2:00 p.m.

InfoToday 2002 is organized by Information Today, Inc., publisher of *Information Today*.

KM in Government: NASA Case Study C202
 2:00 p.m. – 2:45 p.m.

Jay Liebowitz, Knowledge Management Officer, NASA Goddard Space Flight Center, and author of Knowledge Management Handbook

This session focuses on the challenges of implementing KM in the government, and discusses the KM initiatives underway at NASA Goddard Space Flight Center with respect to systematically capturing knowledge, creating a unified knowledge network, and strengthening incentives to reuse knowledge.

Networking Break – Visit the Exhibits
 2:45 p.m. – 3:15 p.m.

KM in Action C203
 3:15 p.m. – 4:00 p.m.

Joaquin Delgado, CTO, TripleHop Technologies
Raul Valdes-Perez, President, Vivisimo, Inc.

Based on learnings from implementing KM initiatives, our speakers share successes and challenges as they describe case studies of real applications. They talk about the strategies and approaches used, good practices and bad practices, technology underpinnings and more.

Collaboration and Knowledge Sharing for National Security C204
 4:15 p.m. – 5:00 p.m.

Guy St. Clair, SMR International
Nimish Mehta, CEO, Stratify

How do multi-disciplinary groups, information-intensive groups and information-sensitive groups share information? What policies, procedures and practices make it happen when many diverse interests are involved? How do they handle the management of unstructured data — the organization, classification, and presentation of information? What software helps them drill through the mountains of information available to get

to the nuggets which let them achieve their goals? This panel explores the relationship between emerging technologies and practices and national security. Hear examples from several organizations.

KM AND CONTENT MANAGEMENT TRACK D
 Murray Hill Suite

To remain competitive and profitable in today's dynamic e-business environment, organizations are trying to capture, configure, manage, and retrieve content and business knowledge for corporate advantage. This track looks at the concepts, architecture, (including XML), and techniques to make this happen.

The Knowledge Architect: Content in Context D201
 11:45 a.m. – 12:30 p.m.

Tom Reamy, Knowledge Architect/Intranet Consultant

Knowledge architecture, based on a solid information architecture, is primarily concerned with adding context to information. These contexts include locating information within an intellectual, a personal, and an interpersonal context. Locating information within all three contexts requires a careful blending of informational and personal taxonomies. A good knowledge architecture integrates a well-thought-out characterization of content (information architecture) with a well-thought-out (and more dynamic) characterization of users and tasks (knowledge architecture).

Lunch Break – Visit the Exhibits
 12:30 p.m. – 2:00 p.m.

XML that Pays Off for Your Content Database D202
 2:00 p.m. – 2:45 p.m.

Lisa Bos, VP, Consulting Services, Really Strategies Inc., PA

Today most people agree that the combination of a database and XML with a development environment for creating user interfaces provides a great foundation for a content management system. However, there are a wide variety of ways to combine XML with a database. How much of the content is stored as XML, and how much is broken down into its component parts in the database? And is the database hierarchical or relational? Or is it really a repository that is specifically designed to store XML? And exactly how many databases are we talking about, anyway? Are there times when storing content on a file system is just fine? Choosing the answer that works best with your content, your editorial processes, your budget, and your ability to maintain the resulting system can be difficult. This presentation walks through some of the options and the business scenarios that each supports.

Networking Break – Visit the Exhibits
 2:45 p.m. – 3:15 p.m.

Coffee and Tea

Please join us for complimentary coffee and tea service in the Exhibit Hall each morning from 10 a.m. to 11 a.m.

Taxonomies, Lexicons, and Organizing Knowledge D203
 3:15 p.m. – 4:00 p.m.

Wendi Pohs, Iris Associates

Pohs discusses the processes and tools necessary for taxonomy creation — from defining meaningful categories to using automatic document clustering techniques. She talks about how to build a carefully crafted content map to enhance your users' search experience and enable you to uncover hidden themes in existing corporate data. During the session, she provides real life taxonomy examples from her years of experience in the software industry.

Managing Knowledge in Context: CAKE @ Fisher-Price D204
 4:15 p.m. – 5:00 p.m.

Matt Hummel, Senior Director, Business Development, Ariel Performance Centered Systems, Inc.

This case study focuses on how Fisher-Price operationalized their knowledge through a process and project management system called C.A.K.E. (Cool Access to Knowledge Everyday). It covers how they teamed with Ariel Performance Centered Systems to integrate knowledge and learning directly into the context of the toy designers' work.

At-A-Glance

9:00 a.m. – 10:00 a.m.

Opening & Keynote

10:00 a.m. – 10:45 a.m.

Opening of Exhibition/Networking Break

10:45 a.m. – 11:30 a.m.

Opening Session — **IC What You See: The Intellectual Capital of Nations**

11:45 a.m. – 12:30 p.m.

C201 — **E-Government — Models and Strategies**
 D201 — **The Knowledge Architect: Content in Context**

12:30 p.m. – 2:00 p.m.

Lunch Break

2:00 p.m. – 2:45 p.m.

C202 — **KM in Government: NASA Case Study**
 D202 — **XML that Pays Off for Your Content Database**

2:45 p.m. – 3:15 p.m.

Networking Break — **Visit the Exhibits**

3:15 p.m. – 4:00 p.m.

C203 — **KM in Action: CKOs Speak**
 D203 — **Taxonomies, Lexicons, and Organizing Knowledge**

4:15 p.m. – 5:00 p.m.

C204 — **Collaboration and Knowledge Sharing for National Security**
 D204 — **Managing Knowledge in Context: CAKE @ Fisher-Price**

West Ballroom
**SPECIAL BREAKFAST
 PRESENTATION—
 Reflections Over Coffee**

Ron Dunn, CEO, Academic Group,
 Thomson Learning
 8:00 a.m. – 8:45 a.m.

West Ballroom
**KEYNOTE—
 The New Dynamics of
 Decision Support**

David Snowden, Director, Institute
 for Knowledge Management, IBM
 9:00 a.m. – 10:00 a.m.

Sutton South

Opening Session

The Debate on Scholarly Publishing

10:45 a.m. – 11:30 a.m.

Moderator: **Robin Peek**, Simmons College
Declan Butler, Nature magazine
Carol Tenopir, University of Tennessee, Knoxville
Michael Eisen, Public Library of Science

It's no understatement to characterize the state of scholarly publishing today as a revolution. The sharply escalating subscription prices, the advent of peer-reviewed electronic journals, the notion of publishing as a service rather than a product, the implications of changes in intellectual property law, and the desire for wide dissemination of scholarly research provide fertile ground for debate.

Networking Break – Visit the Exhibits

10:00 a.m. – 10:45 a.m.

SERIALS ISSUES AND ANSWERS TRACK E

Sutton South

When it comes to electronic libraries, the journals question is front and center. We have seen journals create electronic counterparts; journals that publish only in electronic form; and journals that make some of their material electronically searchable and some not. Today's serials librarians must address issues such as collection development, linking and cross-linking, electronic pre-prints, user acceptance, and rights management.

E-Journals vs. Print Journals — Similarities and Differences in Reader Behavior

E201

11:45 a.m. – 12:30 p.m.

Moderated by **Sharon McKay**, MARC Link

Carol Tenopir, Professor, University of Tennessee Knoxville
Don King, Professor, University of Pittsburgh

Research over three decades shows that scientists read widely from scholarly journals, with the readings per person per year increasing in the last decade. There are considerable variations in usage of electronic sources, depending upon scientific discipline. Still, on average, nearly one-third of journal readings now come from electronic journals or digital databases. Come hear the results of research into the reading habits of scientists and learn what it means to you and your library.

Lunch Break – Visit the Exhibits

12:30 p.m. – 2:00 p.m.

Tracking End-Users' Usage and Costs

E202

2:00 p.m. – 2:45 p.m.

Moderated by **Sharon McKay**, MARC Link

Eliminating Periodical Overlap

Davida Scharf, NKR Associates, Inc.

Librarians and their users want full-text journals online and they want them now. The multi-step process of discovering if the library has a par-

ticular journal in full text just doesn't cut it anymore. No ILS has yet incorporated a way to manage print, electronic, and online database subscriptions. If your users demand point and click, if the thought of subscription renewals gives you a headache, then come learn about this methodology for performing a periodical overlap study.

Networking Break – Visit the Exhibits

2:45 p.m. – 3:15 p.m.

Digital Rights Management Solutions

E203

3:15 p.m. – 4:00 p.m.

Moderated by **Marshall Breeding**, Vanderbilt University

Gail Dykstra, Dykstra Research

If you license content, you need to know about the move towards Digital Rights Management software and services. This program gives librarians a head's up and a head start. Sort through the various services that fall under the rubric "DRM." Ascertain what type of DRM products you might be interested in for your library. What are the major online database publishers and syndicators doing about DRM? Learn about the hot new DRM software products clearinghouse services and the impact on your library's budget.

Managing E-Journal Collections

E204

4:15 p.m. – 5:00 p.m.

Moderated by **Marshall Breeding**, Vanderbilt University

How Long Can the Present STM Journal System Continue?

David Goodman, Princeton University Library

There are drastic changes coming to scientific journal collections in academic libraries. By extrapolating present user preferences, it is possible to estimate when e-print servers will be preferred to journals by scientists generally. This requires considering user behavior ranging from sudden exponential take-off to no increased preference, as well as the economic climate, research funding, the academic reward system, and the funding of libraries. The combination of these yields expected times for replacement of the present system that converge within the next decade.

E-REFERENCE TRACK F

Regent

Some would say that e-reference is synonymous with online research. The latter certainly was the genesis of the former, but in today's world, e-reference is taking on a much greater role as libraries become digital and librarians work in virtual settings.

Morphing & Mapping

F201

11:45 a.m. – 12:30 p.m.

Moderated by **Richard Boss**, Information Systems Consultant, Inc.

A SOAP-Enabled System for an Online Library Service

Frank L. Walker, National Library of Medicine
George R. Thoma, National Library of Medicine

No soft soap here: this talk describes an application of the Simple Object Access Protocol (SOAP) technology to increase the functionality of a prototype Web-enabled system. DocMorph, developed at the Lister Hill National Center for Biomedical Communications, an R&D division of the National Library of Medicine, provides online information processing such as file format conversion (from about 50 file formats to PDF), extraction of text from image files, and the conversion of document images or word processing files to speech using a combination of OCR and speech synthesis.

Visual Mapping for Libraries

Tim Bray, Antartica Systems, Inc.

With advances in library automation and digital libraries, access to wide-ranging collections, catalogs, and Web sites is easier than ever. This increased volume of resources makes finding what you want more difficult, given the use of traditional text-based systems. This presentation, by a co-inventor of XML and a search engine pioneer, illuminates how the use of visualization and mapping can bring organization and clarity to large information repositories, making research and navigation more intuitive and efficient.

Lunch Break – Visit the Exhibits

12:30 p.m. – 2:00 p.m.

What Users Make Search Engines Do

F202

2:00 p.m. – 2:45 p.m.

Moderated by **Richard Boss**, Information Systems Consultant, Inc.

Ev Brenner, Consultant and Industry Observer
Amanda Spink, School of Information Sciences & Technology,
 Penn State University
Roberta Brody, Graduate School of Library and Information
 Studies, Queens College, CUNY

Ev Brenner chairs this panel discussion on end users and their use of search engines. Highlighted will be: trends emerging over the last 10 years in the searching behavior of intermediaries and end users, characteristics of end-user behavior based on recent studies, and a discussion on "Is the end user still a loser?"

Networking Break – Visit the Exhibits

2:45 p.m. – 3:15 p.m.

24/7 Reference Services

F203

3:15 p.m. – 4:00 p.m.

Moderated by **Pamela Cibbarelli**, Cibbarelli's

Steve Coffman, LSSI
Susan McGlamery, Coordinator for Reference Services,
 Metropolitan Cooperative Library System

It's the newest trend in library services, the virtual reference desk that's open 24 hours a day, 7 days a week. How will you know when — or if — your library needs to begin offering this service? How do you staff for 24/7 reference services? What scale of operation should you anticipate? Are some types of libraries more attuned to 24/7 than others? What kinds of cultural shifts should you anticipate?

New Services, New Tools

F204

4:15 p.m. – 5:00 p.m.

Emerging Generations of Web Search Tools

Heting Chu, Palmer School of Library & Information Science,
 Long Island University

Web search tools have experienced drastic changes since their inception in the mid-1990s. On the basis of the first generation of Web search tools such as Yahoo! and AltaVista, second and third generations are emerging with a host of new developments in many aspects of information representation and retrieval on the Internet. The emerging generations provide users with more advanced search features than ever before, including precise search, concept search, natural language search, multilingual and cross-language search, multimedia search, filtered search, search modification, and novel ranking techniques. All three generations of Web search tools are discussed and contrasted in terms of their characteristics, potential, and future developments.

Process for Developing E-Reference Services

Stephen Marvin, West Chester University

It's not good enough for a library to say it's got online resources. That's the norm these days. The trick is to develop e-reference services that meet the needs of the students and faculty. To do this, there are a number of questions to be addressed. How do you organize the information? Do you use pathfinders, Dewey/Library of Congress classification systems, journal links, or something else? Where do "AskA Librarian" services fit in? This session will help you identify tools that can be prepared for information literacy and identification of resources.

At-A-Glance

9:00 a.m. – 10:00 a.m. Opening & Keynote

10:00 a.m. – 10:45 a.m. Opening of Exhibition

10:45 a.m. – 11:30 a.m.

Opening Session — The Debate on Scholarly Publishing

11:45 a.m. – 12:30 p.m.

E201 — E-Journals vs. Print Journals

F201 — Morphing & Mapping

12:30 p.m. – 2:00 p.m. Lunch Break

2:00 p.m. – 2:45 p.m.

E202 — Managing E-Journal Collections

F202 — What Users Make Search Engines Do

2:45 p.m. – 3:15 p.m. Networking Break

3:15 p.m. – 4:00 p.m.

E203 — Digital Rights Management Library Solutions

F203 — 24/7 Reference Services

4:15 p.m. – 5:00 p.m.

E204 — Tracking End-Users' Usage and Costs

F204 — New Services, New Tools

Opening Keynote

West Ballroom

Publishing Today and Tomorrow

9:00 a.m. – 10:00 a.m.

The Honorable Pat Schroeder, President & CEO, Association of American Publishers, and former Congresswoman

Networking Break – Visit the Exhibits

10:00 a.m. – 10:45 a.m.

PREPARING CONTENT FOR
ELECTRONIC PUBLICATION
TRACK A

Beekman

New technologies, new approaches to publishing, new roles for information professionals, new ways of working shape the lives of everyone involved with online information.

Retrieval Power:
How to Crunch Disparate Content

10:45 a.m. – 11:30 a.m.

Moderated by Shelly Warwick, Queens College

A301

XML Is Here at Last: The Impact of XML
on the Press and Content Aggregation Industry*Bob Ainsbury, General Manager, Xyleme*

The potential of XML as a publishing tool to greatly enhance the retrieval power both for internal and external material is immense. In this session, the technology will be explored both as it impacts the press and the aggregators. What will XML mean for the online nature of newspaper and wire stories? How will input from different publishers be treated in an XML environment? Learn from one of the innovators in the online information field about these exciting new developments.

Using Business Intelligence
to Improve Information Access*Tony Frazier, VP, Product Management, iPhrase Technologies, Inc.*

Business executives are constantly looking for ways to accelerate informed decisions and increase productivity. Solutions must be tailored to provide desired information in the shortest amount of time possible. One such solution, the enterprise level search engine, allows both business executives and corporate researchers to pinpoint desired information immediately. Companies must fully understand their own information management needs before choosing an appropriate solution. This session will demonstrate how information intensive organizations like LexisNexis use enterprise search to improve the accessibility of otherwise hidden information.

Leveraging Digital Object
Identifiers into Features

11:45 a.m. – 12:30 p.m.

*Moderated by Shelly Warwick, Queens College**David Sidman, CEO, Content Directions, Inc.*

Digital Object Identifiers (DOI) can be considered as the UPC bar code of the virtual world. The DOI technology enables interoperability at the object level and establishes an underlying permanent, persistent link that facilitates rights-protected distribution of content via the Web. Dif-

A302

fering from Digital Rights Management software, it does have some applications in that area. It also provides the basis for many value-added features in digital products. Implementing DOI is straightforward for electronic-based content organizations, particularly in the e-book area. DOI is not limited to e-books, however, as this session will demonstrate.

Lunch Break – Visit the Exhibits

12:30 p.m. – 2:00 p.m.

Insights from Content Creators

2:00 p.m. – 2:45 p.m.

Moderated by Nancy Garman, Online, Inc.

A303

Electronic Publishing: Linking and Cross-Linking

*Harry Boyle, CAS**Stephen A. Renner, CAS*

Nothing is more open to question than information “everybody knows.” In the world of scientific information, everybody knows that indexes and databases (secondary publications) contain a subset of the information in the original publications. We know that the purpose and value of large bibliographic databases lies in their ability to identify primary literature of interest. This presentation questions what everybody knows about secondary information and demonstrates that through facile and open linking with publishers, full-text aggregators, customers’ own libraries, and document copy services, online secondary publications provide information and deliver value not found in the original publications.

Accepting Aggregation or Going It Alone

Ted Mendelsohn, Director of Sales & Licensing, AP Digital

News organizations have distinctive challenges when considering Web publishing. First and foremost is the decision about whether to distribute content through an aggregator or go directly to the customer. Since news is of very current interest, with the necessity of real-time or close to real-time updating, the idea of going it alone is appealing. However, from a news research perspective, the ability to combine information from a number of different news sources argues for aggregation. How to address the benefits and pitfalls of both options and balance the issues is the subject of this presentation.

Closing Keynote

3:00 p.m. – 4:00 p.m.

Marydee Ojala, Editor, ONLINE magazine

Coffee and Danish Hour

Coffee and danish are provided for conference attendees on each of the three days of the conference.

Times for each morning’s food service are 8:00 to 9:00 a.m. on Tuesday, Wednesday and Thursday.

WEB DESIGN FOR
INFORMATION PROFESSIONALS
TRACK B

Sutton North

Everyone is investing in Web sites these days, whether they’re for a library or an information provider. What are the usability issues to consider?

Search Friendly Web Design

10:45 a.m. – 11:30 a.m.

Moderated by Mounir Khalil, The City College of CUNY

B301

Consumer Reports Case Study

Sandy Schlosser, InfoCenter Webmaster, Consumers Union

Using the Consumer Reports Web site, one of the Internet’s most frequently accessed sites, as the example, this session will explore ways to tweak your site design in order to increase your visibility within major search engines. Keyword selections, meta-tags, link text, and other Web design elements that can affect search engine ranking will be discussed, as will the importance of reciprocal linking.

Interface Design for Integrating Disparate Web Sites

Thomas Kochtanek, Associate Professor, University of Missouri-Columbia

Project WhistleStop is a collaborative effort of the Truman Presidential Library, the University of Missouri-Columbia, and four school districts in the Kansas City/Independence area. It resulted in the design and development of the Truman Digital Archives, which includes digitized primary source materials (presidential correspondence, handwritten letters, audio files, and video clips), teacher lessons, and interactive games. With over 1.2 million hits a month, the site has received numerous awards since its inception. Separately, the Truman Library technical staff developed its own Web site for the Library resources. Integrating the two sites presented challenges, including technical and design issues, resource identification, and target audience identification.

Building Exciting and
Accessible Web Sites

11:45 a.m. – 12:30 p.m.

Accessibility Doesn’t Equal Boring Web Sites

Frank Cervone, Assistant University Librarian, Northwestern University

If you think that an accessible site means one with no graphics, no design, just text and lots of it, this session will change your mind. An accessible site should not be boring. Good Web sites are created through a combination of accessibility, ease-of-use, and good design. The major issues and trends in accessibility attest to this fact. Come watch and listen to this image-filled session and begin thinking about accessibility and usability in an entirely new way.

B302

Close Your Eyes and Listen to Your Web Site

John Kundtz, Principal & Solution Center Leader, The Revere Group

Using a structured methodology, you can develop a strategy for designing accessibility for persons with disabilities into your Web environment, including the Internet, intranets, and collaborative extranets, enabling better access for your disabled customers and employees. This will not only enhance an organization’s technical support and management preparedness, but also meet its legal responsibilities.

Paying for Hits

2:00 p.m. – 2:45 p.m.

Stephen Arnold, President, Arnold Information Technology
Wendy Wilson, VP, Product Development, Quiver
Gil Elbaz, Co-Founder and Interim CEO, Applied Semantics, Inc.
*Lance Podell, General Manager, Search Engine Relations, About.com**Sue Feldman, Director, Content and Retrieval Technologies, IDC*

What impact does paying for hits have on search engine revenue and relevance. This session will take a hard look at how the pursuit of revenues is changing the way search results are assembled. When a user enters a query, does that user get objective information or a distorted view? Does the pay for placement technology intrude into the intranet and extranet arenas where preferred consultants or vendors get their content pushed to the employee or business partner? Can users have confidence that displayed results from a Web search are on point and in line with expectations?

B303

Closing Keynote

Sutton North

The Future Just Happened: Or Did It?

3:00 p.m. – 4:00 p.m.

Marydee Ojala, Editor, ONLINE magazine

A panel of information industry luminaries will assess the state of online information. Is technology providing the futuristic ease of retrieval it promised? Can we rely on the Internet for all our information needs? How should we evaluate — and teach our clients to evaluate — the overlapping, ambiguous, contradictory, and sometimes just plain wrong pieces of information we uncover? What predictions can we make about the realistic future of online research?

At-A-Glance

9:00 a.m. – 10:00 a.m.

Opening & Keynote

10:00 a.m. – 10:45 a.m.

Opening of Exhibition/Networking Break

10:45 a.m. – 11:30 a.m.

A301 — Retrieval Power: How to Crunch
Disparate Content

B301 — Search Friendly Web Design

11:45 a.m. – 12:30 p.m.

A302 — Leveraging Digital Object
Identifiers into Features

B302 — Building Exciting and Accessible Web Sites

12:30 p.m. – 2:00 p.m.

Lunch Break

2:00 p.m. – 2:45 p.m.

A303 — Insights from Content Creators

B303 — Paying for Hits

3:00 p.m. – 4:00 p.m.

Closing Session — The Future Just Happened: Or Did It?

Opening Keynote

West Ballroom

Publishing Today and Tomorrow

9:00 a.m. – 10:00 a.m.

The Honorable Pat Schroeder, President & CEO, Association of American Publishers, and former Congresswoman

Networking Break – Visit the Exhibits

10:00 a.m. – 10:45 a.m.

COLLABORATION, COMMUNITIES, AND KM TRACK C

Gibson Suite

What's at the heart of KM in organizations? People. How they communicate, work together, and share knowledge. The presentations in this track reveal how organizations are integrating KM into their cultures and communities through various forms of collaboration.

Moderated by **Renee Massoud**, Director, Business Research Services, KPMG

Knowledge Communities: Strategies for Building Successful Communities of Practice

C301

10:45 a.m. – 11:30 a.m.

Kathy Valderrama, Knowledge Manager, Cap Gemini Ernst & Young

Recently recognized by the American Productivity & Quality Center (APQC) for its Communities of Practice, CGEY has discovered the criteria for making these groups successful. When aligned with business goals and objectives, these communities can make an organization thrive, both in productivity and efficiency. This session explains how CGEY has created and sustained their Communities of Practice, as well as how they maximize their value overall. Valderrama provides the essentials for starting these communities and discovering their potential for making a positive impact within your organization.

Communities of Practice: Building and Sustaining Knowledge Networks to Drive Business Results

C302

11:45 a.m. – 12:30 p.m.

Reid G. Smith, Vice President, Schlumberger Knowledge Management

Bob Newhouse, Senior KM Consultant, Schlumberger Knowledge Management and the American Productivity & Quality Center (APQC)

How do complex, global, and fast changing organizations identify experts, share knowledge, and innovate? Communities of Practice (COPs) have become the core knowledge strategy for many organizations. COPs give organizations the structures and processes to identify and exchange valuable knowledge capital. This interactive session will explore how COPs are formed, what roles and responsibilities exist within communities, and how momentum is maintained to drive business results. It will draw on lessons from Schlumberger's implementation of global knowledge networks and best practice findings from APQC's recent study "Building and Sustaining Communities of Practice."

Lunch Break – Visit the Exhibits

12:30 p.m. – 2:00 p.m.

Collaborative Intranets: Integrating KM with Culture, Content and Technology

C303

2:00 p.m. – 2:45 p.m.

Fredda Lerner, Associate, Booz-Allen and Hamilton
Grey Burkhart, Booz-Allen and Hamilton

In today's fast-paced business environment, managing projects in a dynamic organization can change with each new employee or assignment. To successfully oversee such project changes, organizations must develop processes that foster collaboration and build best practices. The most successful projects are those based on repeatable processes that have a proven delivery methodology that is subject to interpretation and continuous improvement by those who strategically deliver and manage them. This session explores the application of Web-based communities of practice that foster the delivery and continuous improvement of project methodology in a dynamically changing environment. Enabling technologies for virtual communities and their application to methodology-based communities of practice are discussed.

Closing Keynote

3:00 p.m. – 4:00 p.m.

Gloria Gery, Principal, Gery Associates

Workshops at InfoToday 2002

Don't miss these highly targeted, half- and full-day special events on a variety of topics in the fields of electronic information and knowledge management.

Monday:

Content Management, Knowledge Sharing, and Information Portals Strategies

Howard McQueen, CEO, McQueen Consulting

Friday:

Searcher's Academy

Host: **Mary Ellen Bates**, Bates Information Services,
Gary Price, Co-Author, The Invisible Web, Creator of Price's List of Lists & Direct Search
Chris Sherman, Co-Author, The Invisible Web
Bill Spence, Chief Technology Officer, Information Today
Ran Hock, Online Strategies & author of The Extreme Searcher's Guide to Web Search Engines

KM AND CONTENT MANAGEMENT TRACK D

Murray Hill Suite

With managing content at the core of KM, this track focuses on the tools, best practices, and case studies of content management in action.

Managing Content: Trends & Tools

D301

10:45 a.m. – 11:30 a.m.

Stephen Arnold, President, Arnold Information Technology

Content management has become a key issue for the KM world. This session identifies and discusses the three drivers most important to content management: constant updating by different people from different locations and keeping the approvals and changes synchronized; the exploding demand for rich media, including audio, video, and dimension-simulating function within dynamic content; and the usage tracking for copyright and security purposes. What tools are available to assist? Hear this veteran of the information industry as he focuses on the challenges for content management and discusses the technology components and software solutions.

Managing Content and Knowledge: Best Practices

D302

11:45 a.m. – 12:30 p.m.

Farida Hasanali, KM Consultant, American Productivity & Quality Center
Qusai Mahesri, Chief Knowledge Officer, Xpediant Solutions

This session is based on a recent benchmarking project by APQC on CM which focused on understanding the intricacies involved in each step of the CM process, from identifying the content to be managed to disseminating the right information to the right people at the right time and in the right context. This presentation reports the key findings of this project and features an assessment of leading portal and CM vendors.

Lunch Break – Visit the Exhibits

12:30 p.m. – 2:00 p.m.

Content, Context & Collaboration: KM in Practice

D303

2:00 p.m. – 2:45 p.m.

Jim Shelhamer, Director of Engineering, SiteScape, Inc.

The quickened pace of business necessitates enterprise knowledge sharing to enable global project teams and the extended enterprise to work together more efficiently for better client service and improved business processes. This session presents real working solutions and applications. It describes case studies of collaboration in action, points out critical success factors, and the tools used in each solution. Examples include companies who are developing ROIs, and saving both time and money: Shell, Siemens, Constructiva, the International Standards Organization, and others.

Coffee and Tea

Please join us for complimentary coffee and tea service in the Exhibit Hall each morning from 10 a.m. to 11 a.m.

Closing Keynote

Murray Hill Suite

Operationalizing Knowledge Management: Integrating Support for Work, Learning, and Knowledge

3:00 p.m. – 4:00 p.m.

Gloria Gery, Principal, Gery Associates

To be more than a goal, KM must be operationalized. It requires systematic integration of support for work processing with knowledge, data, tools, communications, and knowledge capture mechanisms. Gery, a consultant in knowledge management, business learning, and performance support, discusses and demonstrates a range of alternatives that actively support the natural "Doing, Learning, Referencing Cycle" involved in daily work performance. She addresses design and development requirements as well as the political, logistical, and economic support necessary to achieve this in affordable and timely ways.

EXHIBIT HOURS

Tuesday, May 14 10:00 a.m. – 6:00 p.m.
Reception 5:00 p.m. – 6:00 p.m.

Wednesday, May 15 10:00 a.m. – 6:00 p.m.

Thursday, May 16 10:00 a.m. – 3:00 p.m.

At-A-Glance

9:00 a.m. – 10:00 a.m.

Opening & Keynote

10:00 a.m. – 10:45 a.m.

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C301 — Knowledge Communities: Strategies for Building Successful Communities of Practice

D301 — Managing Content: Trends & Tools

11:45 a.m. – 12:30 p.m.

C302 — Communities of Practice: Building and Sustaining Knowledge Networks to Drive Business Results

D302 — Managing Content and Knowledge: Best Practices

12:30 p.m. – 2:00 p.m.

Lunch Break

2:00 p.m. – 2:45 p.m.

C303 — Collaborative Intranets: Integrating KM with Culture, Content and Technology

D303 — Content, Context & Collaboration

3:00 p.m. – 4:00 p.m.

Closing Keynote — Operationalizing Knowledge Management: Integrating Support for Work, Learning, and Knowledge

Opening Keynote

West Ballroom

Publishing Today and Tomorrow

9:00 a.m. – 10:00 a.m.

The Honorable Pat Schroeder, President & CEO, Association of American Publishers, and former Congresswoman

Networking Break – Visit the Exhibits

10:00 a.m. – 10:45 a.m.

WEB PORTALS
TRACK E

Sutton South

Some say that the future of library services lies in their creation and development of Web portals to collections and services. Whether or not this is true, the adaptation of portal technology has resulted in some very interesting and intriguing library projects.

Managing Resources and Measuring Performance

E301

10:45 a.m. – 11:30 a.m.

Moderated by Pamela Cibbarelli, Cibbarelli's

However We May ROAM: The Resource and Online Access Management System at Stony Brook University

Andrew White, Stony Brook University
Joseph Balsamo, Stony Brook University
Eric Djiva Kamal, Stony Brook University

Thanks to increased public awareness of the Internet, libraries are now required to enhance their traditional physical paper collections with digital versions of journals, articles, and books. Library patrons also expect to access the library's virtual collection through remote networks. New methods and procedures need to be developed to control both the accounting of and access to electronic resources. This case study of the Health Sciences Center Library at Stony Brook describes the system they use to simplify the management of hundreds of electronic titles, using a combination of open source and Web database technologies.

Measuring Virtual Performance: Vendor Supplied Usage Statistics and What We Can Do with Them

Dennis Brunning, Arizona State University
Kurt Murphy, Assistant Dean, Library Personnel, Arizona State University

Web-based library resources, including library indexes and abstracts, electronic journals, and other online reference tools, now have a significant track record in research libraries. Vendor-supplied usage statistics now provide librarians with a wealth of data concerning customer behavior and research demands. What can you do with this important data? What are the most important ratios to be derived from the data? What is its usability in the context of daily library decision-making?

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Wednesday, May 15 10:00 a.m. – 6:00 p.m.

Thursday, May 16 10:00 a.m. – 3:00 p.m.

Library Portals

E302

11:45 a.m. – 12:30 p.m.

Moderated by Pamela Cibbarelli, Cibbarelli's

My Chicago Library: Developing Modular Web Portals for a Diverse User Community

Courtney Greene, University of Illinois at Chicago
Krystal M. Lewis, University of Illinois at Chicago
Anne R. Armstrong, University of Illinois at Chicago

Using customized Web portals, library patrons can construct personalized library Web sites, selecting electronic resources according to their needs and interests. Until now, these portals have primarily been adopted by academic libraries. But there's no reason why portals can't be appealing to other types of libraries, as My Chicago Library proves. Focus groups continue to refine and evaluate the academic version of a library portal so that it meets the disparate needs of an extensive user community. This session will give you insights into creating your own library portal, no matter what audience you serve.

Lunch Break – Visit the Exhibits

12:30 p.m. – 2:00 p.m.

Flexibility, Accountability and Integrated Reference

E303

2:00 p.m. – 2:45 p.m.

Moderated by Marshall Breeding, Vanderbilt University

Building Flexibility and Accountability in Electronic Resources

Gerald Steeman, NASA Langley Research Center
Jane Wagner, NASA Langley Research Center

For several years, hyperlinks in the USMARC 856 fields have allowed catalog users to easily connect to electronic resources. Secondary goals such as specialized e-resource Web pages, pre-defined searches, and listings of e-resources within the catalog, link checking, and statistics are also achievable. In this case study, the electronic resources cataloging project at NASA Langley Research Center's Floyd L. Thompson Technical Library demonstrates how to use the 856 field along with CGI and Perl scripts in a Sirsi catalog system to increase usage of electronic resources and targeted materials for specific audiences.

Integrated Reference Services: Why Reference Works Are Different from E-Books

Adam Hodgkin, xrefer.com Ltd.

Library reference services present particular challenges for publishers in regard to value-added linking. Meeting these challenges encourages the aggregation modes, but integration and customization services are equally important for librarians and end users. Librarians need to understand the difference between aggregation and integration when

evaluating adding products to their collection. Looking forward to the challenge of the next generation of library services that will enable users to deploy content, reference, research, and other services in a broadly integrated framework involves accepting customization solutions as a way of life.

Closing Keynote

3:00 p.m. – 4:00 p.m.

*Pamela Cibbarelli, Cibbarelli's*DATABASE CREATION
TRACK F

Regent

Constructing Web-Enabled Databases

F301

10:45 a.m. – 11:30 a.m.

Marshall Breeding, Vanderbilt University

This workshop covers the basic concepts of providing access to database content through the Web. Learn how to create dynamically generated Web pages based on information stored in a database. Library specific examples will be demonstrated, including a searchable finding aid for electronic journals, a staff directory, and a catalog of image metadata with links to viewable images. Breeding will introduce the basics of CGI programming using Perl. Knowledge of Perl is not required and the concepts explained here will be applicable to other languages and applications. Information in this informative workshop session will be taught on an intermediate level. Web savvy librarians and technical staff alike will benefit from this presentation.

Constructing Web-Enabled Databases

F302

(continued)

11:45 a.m. – 12:30 p.m.

Lunch Break – Visit the Exhibits

12:30 p.m. – 2:00 p.m.

Cross-Tracking at 

What's your specialty?

PATENTS
Workshop on Friday

NEWS & FINANCE
Track A on Tuesday

BUSINESS
Workshop on Monday

COMPETITIVE INTELLIGENCE
Track B on Wednesday

Communicating for Excellent Retrospective Conversions

F303

2:00 p.m. – 2:45 p.m.

Sharon McKay, VP, Sales & Marketing, MARC Link Corp.

Do you know how to plan and prepare for a retrospective conversion project? How to ensure satisfactory results from your vendor? How to communicate your library's needs? How to maximize results and minimize expenses? The library cannot sign a contract and expect everything to go smoothly without constant communication with the vendor. You need to be absolutely certain of what you cannot live without and be willing to compromise on other points. If you require more of a vendor's time for your project, the project will inevitably become more expensive. The eternal balancing act between funds available and desired outcomes dictates that communication be honest and constant.

Closing Keynote

Sutton South

Library Automation: Today's Best Options

3:00 p.m. – 4:00 p.m.

Pamela Cibbarelli, Cibbarelli's

When it comes to library automation, there are numerous options. Whether you're choosing a system for the first time, which most libraries are not, or whether you're planning to switch to another vendor, there are multiple questions to ask. What is the most important thing for your library to know so that you can successfully choose a vendor and implement a successful automation project?

At-A-Glance

9:00 a.m. – 10:00 a.m.

Opening & Keynote

10:00 a.m. – 10:45 a.m.

Opening of Exhibition/Networking Break

10:45 a.m. – 11:30 a.m.

E301 — Managing Resources and Measuring Performance

F301 — Constructing Web-Enabled Databases

11:45 a.m. – 12:30 p.m.

E302 — Public and Academic Library Portals

F302 — Constructing Web-Enabled Databases *(continued)*

12:30 p.m. – 2:00 p.m.

Lunch Break

2:00 p.m. – 2:45 p.m.

E303 — Flexibility, Accountability and Integrated Reference

F303 — Communicating for Excellent

Retrospective Conversions

3:00 p.m. – 4:00 p.m.

Closing Keynote — Library Automation:
Today's Best Options

Tying Information and Knowledge Together: Successful Strategies

W1

9:00 a.m. – 12:00 p.m.

Rebecca Jones, Dysart & Jones Associates
Mary Lee Kennedy, Director, Knowledge Network Group, Microsoft Corporation

The transformation of information into knowledge is a critical process for any organization, in any part of the globe. It involves a blend of content, information, technology, processes, and people. Some organizations find that the transformation process is most effective for them when the technology component is emphasized, while others have better results maximizing the people or content components. This workshop reviews key success strategies for different types of models and then involves participants in a discussion of how to apply these strategies in their own environments. The workshop is designed to help participants answer these questions:

- What content, information, and knowledge are critical in my organization?
- How does information become knowledge in my organization?
- What differences can be made to increase their value?
- What systems exist (organizational, cultural, technological) that can be leveraged?
- What have other organizations learned about this transformation from which I can benefit?
- What should I start with?

Self-Organization: Personal KM

W2

9:00 a.m. – 12:00 p.m.

Steve Barth, author of "The Power of One," KMWorld "Personal Toolkit" columnist, & former editor-at-large for Knowledge Management magazine.

This intensive half-day workshop is about personal knowledge management. What are the critical competencies every knowledge worker needs in order to survive and thrive in the new economy? Collaboration and teamwork are more important factors in value creation than ever before, but the dynamic nature of today's professional networks requires new abilities and responsibilities at the individual level. While KM cannot succeed unless every knowledge worker takes personal responsibility for what he or she knows and doesn't know, management has to take responsibility for cultivating an atmosphere in which everyone has reason to share while building an infrastructure that makes it easy to share. This interactive session explores the new information skills and new social skills that must go hand in hand.

Putting Metadata and Standards to Work on Your Intranet

W3

9:00 a.m. – 12:00 p.m.

Margie Hlava, President, Access Innovations, Inc.

The "information glut" can creep into your intranet before you know it. Putting content on your intranet with a flexible, effective, and easy-to-use interface that will provide users with the data they want and won't give them the data they don't want, requires a strong metadata set. Metadata can allow for precise, accurate, and complete search results, but only if it is implemented appropriately. Metadata has evolved quickly over the last several years and the available options can be confusing and complicated. This half-day seminar will teach you how standards affect the quality and performance of your intranet, as well as your other

related data systems; what metadata is, and just as important, what metadata is not; what metadata can do for you and your intranet; when the use of metadata is appropriate and when you really don't need it; and why you should invest the time and expense of creating metadata for your intranet. Hlava will help you bridge the gap between theory and application of metadata.

ONLINE Experts Present: Business and Finance

W4

9:00 a.m. – 12:00 p.m.

Marydee Ojala, Editor, ONLINE magazine
Roberta Brody, Assistant Professor, Queens College, City University of New York, School of Library & Information Studies

Several top practitioners in the business and finance research world share their strategies and tactics for performing high-quality online research. Finding relevant and timely information on companies, industries, markets, and the economy is always challenging and has been made more so by the increasing number of places to look. The transient nature of Web sites, overlapping information sources, confusing pricing mechanisms, the movement of free Net resources to fee-based, the necessity to use complex search strategies in heavily fielded databases, and end-user reliance on general search engines all make the business and finance research process both fascinating and demanding. Learn from the experts how to master the nuances of this type of online research.

Web Search Engines — Knowing the Top 5 Intimately

W5

9:00 a.m. – 12:00 p.m.

Ran Hock, Online Strategies

Most information professionals cite the Top 5 search engines as Google, WiseNut, AlltheWeb, AltaVista, and Northern Light. Although this may change, knowing the intricacies of these search engines and how they differ from each other will increase the effectiveness and efficiency of your searches. The emphasis of this workshop is on understanding all the details that are relevant when searching with these engines. Techniques and features that are common to all will be examined and compared. Unique features (often found in the "nooks and crannies" or even undocumented) will be examined in terms of how and why these features are used. Attendees should come with at least a little experience in using Web search engines and will leave with an enhanced understanding of which search engines to choose for a particular task, what is possible with the major search engines, and how to use the engines' capabilities to their fullest.

Implementing Knowledge Management: An Overall Architecture and Framework

W6

9:00 a.m. – 12:00 p.m.

Robert I. Patt-Corner, Senior Principal Scientist, KM, Mitretek Systems

This half-day workshop lays out a comprehensive layered architecture for tacit and explicit KM systems, orienting each layer to both technical and business functions. Existing commercial and in-house developed offerings are mapped to the various layers so that a clear picture of cross-vendor integration possibilities is available. Issues in technical implementation, cultural barriers and opportunities as well as case studies are presented to illustrate the overall framework.

Assessing and Enhancing the Value of Your Organization's Web Presence

W7

1:30 p.m. – 4:30 p.m.

Barbie Keiser, BEK Associates

To succeed as an information professional, you need to value your content, your services, and yourself. A valuation assessment frequently revolves around some big C words — content, customers, competition. Putting up a Web site, whether it's on your organization's intranet or the public Internet, is not enough. You need to understand the basics of marketing, the true needs of your user base, and the special skills you bring to your organization. In this workshop, you will learn what decisions need to be made, in terms of content and form, the skills you will require to effectively execute plans, the tools that will help make your vision a reality, and the economics that drive information services within your organization. Let this top lecturer on information management show you how it's done.

Virtual Reference 101: A Planning Primer

W8

1:30 p.m. – 4:30 p.m.

Steve Coffman, Product Development Manager, LSSI, Virtual Reference Services

Rebecca Jones, Dysart & Jones Associates

Virtual reference services — live, real-time reference services over the Internet — is both a hot topic and a hot project for the library profession. The problem is that up until now, libraries that wanted to start a virtual reference service were pretty much left to their own devices. Planning and implementing these services is much more than selecting a software package. This workshop provides a framework to help work through the entire process of designing, implementing and operating a virtual reference service. The workshop covers:

- An overview of virtual reference services (VRS): today & tomorrow
- Elements to consider in designing VRS: software, staffing, policies, etc.
- Lessons from real-world examples

Taxonomies: Creating Them, Using Them

W9

1:30 p.m. – 4:30 p.m.

Marjorie Hlava, President, Access Innovations, Inc.

Putting content on an intranet or Internet site with a flexible, effective, and easy-to-use interface requires a strong metadata set and accompanying taxonomy or taxonomies. The taxonomy is the component that allows for quick, easy navigation and excellent search results. When taxonomies are linked to well-formed data, they create the basis of successful sites. Taxonomy management deals with the core concern of content developers and disseminators, which is how to quickly convey the meaning of a record or document so that it can be found precisely and accurately. Ambiguity is the ever-present enemy of clarity. The-saurus design and control provide tools and techniques for disambiguation. In this workshop, you will learn techniques for building and managing vocabularies. Hlava will demonstrate a Java XML Taxonomy solution as an example of how these new standards can work together for an effective outcome.

Search Engine Extravaganza

W10

1:30 p.m. – 4:30 p.m.

Greg R. Notess, Reference Librarian, Montana State University and Creator of Search Engine Showdown

Learn from the preeminent name in search engine research about what's new, what works, and what doesn't. Creator of the SearchEngineShowdown Web site, columnist for *ONLINE* magazine, and frequent speaker at international conferences, Notess will cover a wide range of search engine issues. Learn about the current size and scope of the search engine databases. Compare how recently the databases have been updated. Explore the range of material covered by Google, AllTheWeb, and the other remaining search engines, along with what is still not covered. Investigate the strengths and weaknesses of the various search engines along with recent changes. Conclude with consideration of the impact that all of this has on how to teach our users about search engines. Be sure to come prepared with your own questions about search engines.

IT Project Management for Information Professionals

W11

1:30 p.m. – 4:30 p.m.

Frank Cervone, Northwestern University

Leading a project is a challenging task. Many of us never received formal project management training and have picked up techniques wherever we could. This workshop discusses how to plan and carry out your project to ensure its success. Learn about the art and technique of setting clear project requirements, preparing budget and cost estimates, defining critical paths, selecting development methodology, leading diverse project teams, creating project documentation, and enabling reporting and communication. Learn how to plan and carry out your project to ensure its success from the information professional perspective.

Content Management, Knowledge Sharing, and Information Portal Strategies

W12

9:00 a.m. – 4:30 p.m.

FULL DAY

Howard McQueen, CEO, McQueen Consulting

Join Howard McQueen, international consultant and author of numerous articles on content management and on adding business value to intranets and extranets, for this full-day seminar. If you are interested in how content management, knowledge sharing, and portal strategies fit together, this is the place for you. By attending this seminar, you will:

- Gain a deep understanding of Web content management, from A to Z.
- Learn how to map critical business processes to create information architecture and content management strategies, which define the specifications for content management systems and successful tactical implementation strategies.
- Become skilled at promoting knowledge sharing and content contributions, all within the framework of highly usable applications.

McQueen will review "best-practice" interfaces that support customization, personalization, and advanced navigational systems.

Mapping Organizational Knowledge

W13

9:00 a.m. – 12:00 p.m.

Seth Earley, *President, Earley & Associates, Inc.*

When building systems that leverage and reuse knowledge, you need to start with a clear picture of where knowledge repositories lie and what various groups need in order to do their job. However, getting this map of knowledge and knowledge processes is difficult to do when using standard development sessions, individual interviews, and survey tools. The reason is that knowledge processes are more cultural than technical, so breaking through cultural, political and communication barriers is essential to success. In this half-day workshop, participants will learn a highly interactive technique for mapping knowledge and knowledge systems, defining user and customer knowledge needs, and creating vision and alignment behind KM efforts. The use of this technique is integrated with knowledge auditing procedures. The results of applying these techniques during KM projects will be a clear knowledge vision and a tactical road map for implementation. The team exercises applied in the workshop are particularly effective with multiple participants from your organization, so bring your colleagues.

Legal Information for Non-Legal Professionals

W14

9:00 a.m. – 12:00 p.m.

Sabrina I. Pacifici, *Owner, Editor, Publisher, Web Manager, LLRX.com*

Not everyone is a proficient legal researcher. Yet there are many times when a legal issue arises with a business, science, or even a humanities context. Even without full legal research experience, there are some basics that will help you understand when you can do the research and when you need to pass it along to a legal researcher — or a lawyer. Learn from long-time law librarian and the editor, publisher, and Webmaster of LLRX.com to do that occasional legal search with finesse. Understand how the legal system is structured so that you will pick the relevant sources. Identify the legal portals that will work for you as a non-legal research professional.

Security Issues in the Workplace

W15

9:00 a.m. – 12:00 p.m.

Steven Albrecht, *President, Baron Center, Inc.*

Incidents of workplace violence are in the press frequently, and concern us all. What are the warning signs of potential violence? What kinds of violence are really most frequent in the workplace? What can be done to diffuse a potentially violent situation before it escalates? Come hear the advice and insight provided by an expert in the field of workplace violence prevention.

Steven Albrecht is President of Baron Center, Inc., a San Diego based consulting firm, nationally recognized for its workplace violence prevention and intervention services and programs. He is internationally recognized for his expertise and experience in the areas of threat assessment and management, workplace violence, domestic violence in the workplace, stalking, and crisis management. His clients have included government, military, educational institutions as well as law firms, medical settings and Fortune 500 companies. Albrecht has written eleven books including: *Ticking Bombs: Defusing Violence in the Workplace*; *Crisis Management for Corporate Self-Defense*; and *Fear and Violence on the Job: Prevention Solutions for the Dangerous Workplace*.

Performance Centered Business Models and Processes: Keys to Effective KM

W16

1:30 p.m. – 4:30 p.m.

Gloria Gery, *Principal, Gery Associates*
Burton A. Huber, *President and CEO, Ariel Performance Centered Systems, Inc.*

KM has become many things to many people. Finding ways to optimally capture and manage an organization's knowledge resources is critical. Once captured and stored, implementing these resources into the context of the work becomes the next major task for system designers and developers. A design and architecture with a focus on end user performance is perhaps the most effective way to achieve these goals. Real world examples and case studies demonstrate the value of this approach. Our findings indicate one key principal: the power of KM is directly proportional to the level with which performance design is integrated into the tasks of the end user. Learning is a function of doing — it only makes sense to provide users with the knowledge resources they need to complete tasks at hand. Learn how organizations from Fortune 500 companies to small Internet start-ups are leveraging KM designs into effective performance centered systems that provide real value and have a definite business impact.

Making the Most of Free Patent Resources

W17

1:30 p.m. – 4:30 p.m.

Donna Hopkins, *Librarian, Rensselaer Polytechnic Institute*

As patent sources move from free to fee — just look at Delphion — some researchers have become discouraged about searching this very important intellectual property information. But there are free sources still remaining. Learn where to go for patent and trademark searches and obtain actual documents, both U.S. and non U.S.— for free. Keep in mind, also, that patents are not just for inventors, but great for competitive intelligence, because they provide a unique view of a company, industry, or individual. You will learn:

- How to perform a variety of patent searches (inventor, assignee, classification) in free Web databases.
- What the differences are between patents and trademarks and how they dovetail.
- How to use patents to help define a picture of a company or technology.

Searcher's Academy

W18

9:00 a.m. – 4:30 p.m.

FULL DAY

Host: **Mary Ellen Bates**, *Bates Information Services*,
Gary Price, *Co-Author, The Invisible Web, Creator of Price's List of Lists & Direct Search*
Chris Sherman, *Co-Author, The Invisible Web*
Bill Spence, *Chief Technology Officer, Information Today*
Ran Hock, *Online Strategies & Author of The Extreme Searcher's Guide to Web Search Engines*

Want to sharpen your skills? Learn from the experts? Join search veterans, authors, and columnists from *Searcher* magazine and the "Super Searcher" series of books to learn the latest strategies and techniques for searching online. Offered for the first time on the East Coast, this day-long event introduces you to the experts who share their searching secrets and expertise. Participants should have basic experience with Web searching, but even searchers with extensive Internet background will find something to polish and advance their skills. Discussion topics include:

- Search Engine Mechanics: Pop the hood and look into the mechanics of all types of search engines. Join our search engine grease monkey to learn the secrets of supersearching.
- General Web Search Engines: How to use them.
- Browser Basics and Beyond: Tired of living under the Pareto rule — 20% of features get 80% of the usage? Find out what all those other browser features can do for you, the ones you barely know exist. Discover keyboard short cuts and other productivity enhancements.
- Cool Search Tools
- Practical Research Tips and Techniques
- Choosing the Right Search Engine: When to use which, the value of advanced search features, trends in their development and stability
- Ask an Expert: An interactive discussion including a favorite tip, target Web source, or advanced technique from each of the faculty, as well as a chance to ask any questions still unasked or unanswered.

Join us for a stimulating day with the experts.

Cross-Tracking at **InfoToday 2002**

Learn all about Search Engines with your Platinum Pass.
There's something every day. A few highlights:

Monday

W5: Know the Top 5 Search Engines, *Ran Hock*

W10: Search Engines Extravaganza, *Greg Notess*

Tuesday

TRACK B: Secrets of the Hidden Web, *Price & Sherman*

Wednesday

TRACKS E & F: Users and Search Engines

Thursday

TRACKS B & E: Web & Portal Design

Friday

W18: Searcher's Academy

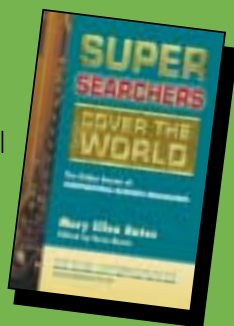
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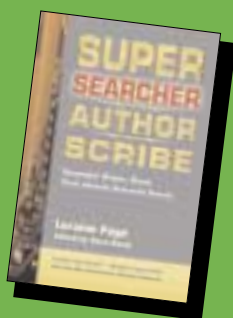
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Free Presentations — All Welcome

Announcing a series of free presentations for InfoToday 2002 Exhibit Hall visitors. Taking place in the Presentation Theatre in the Exhibit Hall, and covering a wide range of topical contemporary issues for information and knowledge professionals, these presentations are open to all and add value to your visit.

There is no need to register, simply pick the sessions of interest to you and arrive at the Presentation Theatre inside the InfoToday 2002 Exhibit Hall at the appropriate time.

These high-demand presentations are open on a first-come, first-served basis, so be sure to get there early!

| | Tuesday | Wednesday | Thursday |
|-------------------------|--|--|--|
| 11:00 a.m. – 11:15 a.m. | Tips for Teaching Search Engines Greg Notess | Trends for Internet Librarians Stephen Abram | Categorization & Visualization: The Basics , Ramana Rao |
| 11:30 a.m. – 11:45 a.m. | The Future of the 'Infomediary' Audrey D. Melkin | Intranet Professional's Intranet Resources , Mary Lee Kennedy | Bates Best Business Sites Cybertour , Mary Ellen Bates |
| 12:00 p.m. – 12:15 p.m. | Google Gets Serious Ran Hock | Best Practices in Content Management , Barak Pridor | Online Trends Marydee Ojala |
| 12:30 p.m. – 12:45 p.m. | The Invisible Web Chris Sherman | Google Gets Serious Ran Hock | Tools & Techniques for Internet Librarians , Gary Price |
| 1:00 p.m. – 1:15 p.m. | 10 Top Tips for Negotiating Content Agreements , Gail Dykstra | Creating High Impact ROI for Data Management , Nimish Mehta | Library Automation Systems Marshall Breeding |
| 1:30 p.m. – 1:45 p.m. | Exploring The Wayback Machine Greg Notess | Auto-Categorization Ins and Outs Steve Bernstein | Best Practices in Content Management , Barak Pridor |
| 2:00 p.m. – 2:15 p.m. | Online Trends Marydee Ojala | Hot Off the Presses; a News Cybertour , Ran Hock | Bates Best Business Sites Cybertour , Mary Ellen Bates |
| 2:30 p.m. – 2:45 p.m. | Web Design & Information Architecture , Peter Vlastelica | Top 5 Invisible Web Sites for Business Researchers , Marydee | Ojala Structuring, Mapping & Presenting Organizational Knowledge , Carston Wierwille |
| 3:00 p.m. – 3:15 p.m. | Political Power Sites Cybertour Donna Scheeder | Making Your Website Usable Frank Cervone | |
| 3:30 p.m. – 3:45 p.m. | Making Your Website Usable Frank Cervone | Next Generation Users Stephen Abram | |
| 4:00 p.m. – 4:15 p.m. | 10 Top Tips for Negotiating Content Agreements , Gail Dykstra | Tools & Techniques for Internet Librarians , Gary Price | |
| 4:30 p.m. – 4:45 p.m. | Hot Off the Presses; a News Cybertour , Ran Hock | Intranet Professional's Intranet Resources , Mary Lee Kennedy | |



Tuesday, May 14
10 a.m. – 6 p.m.

Wednesday, May 15
10 a.m. – 6 p.m.

Thursday, May 16
10 a.m. – 3 p.m.

E-mail stations will be open in the Exhibit Hall during exhibit hours for attendees to check their mail.

Tuesday, May 14

Tips for Teaching Search Engines

11:00 a.m. – 11:15 a.m.

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

Come hear an expert on search engines as he shares his top tips for teaching others to use search engines. Not to be missed!

The Future of the 'Infomediary'

11:30 a.m. – 11:45 a.m.

Audrey D. Melkin, Vice President, Public Relations, Ingenta

Enabling access to e-journals may be one of the core activities of today's "infomediaries" but what does the future hold for online service providers who support these activities. And how can we benefit from future developments? Come and hear our speaker's predictions.

Web Design and Information Architecture

12:00 p.m. – 12:15 p.m.

Peter Vlastelica, Client Partner, Plumb Design

Anyone publishing information on the Web now knows that their business models rely on the ability to demonstrate the full value of their information products to their customers. Information architecture and interface design for these products must focus on communicating the depth and relatedness of the data, and should encourage users to easily uncover relevant and related information.

The Invisible Web (IW)

12:30 p.m. – 12:45 p.m.

Chris Sherman, Co-Author, *The Invisible Web* & Editor, *SearchDay Newsletter*

Some of the authoritative information accessible over the Internet is virtually invisible to search engines. Other material, often time sensitive content, can't be located via search engines. So how can you take advantage of the IW? How can you find this content? Our expert gives you a glimpse at how to do so.

10 Top Tips for Negotiating Content Agreements

1:00 p.m. – 1:15 p.m.

Gail Dykstra, Dykstra Research

Need content for your clients? Listen to an expert who provides 10 lessons and skills you can learn to become a more successful, and a more confident, negotiator of electronic license agreements.

Exploring the Wayback Machine

1:30 p.m. – 1:45 p.m.

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

Are finding dead links and vanished Web sites important to you? Then join our expert to explore the World Wide Web of yore, and learn how to use advanced features of the Wayback Machine from the Internet Archive.

Online Trends

2:00 p.m. – 2:15 p.m.

Marydee Ojala, Editor, *ONLINE Magazine*

What's happening in the online world? What should we be studying, thinking about, and using? Hear what an expert searcher and writer has to say.

Google Gets Serious

2:30 p.m. – 2:45 p.m.

Of interest to serious searchers, this talk by one of the world's experts, **Ran Hock**, author of *The Extreme Searcher's Guide to Web Search Engines*, discusses the heavy duty features and content that Google has added over the last year.

Political Power Sites Cybertour

3:00 p.m. – 3:15 p.m.

Donna Scheeder, Congressional Research Service, Library of Congress, and former Chair of the DC Democratic Party, provides a tour of sites to keep you in the know about politics, politicians, and the issues that inhabit the political landscape in the US.

Making Your Website Usable

3:30 p.m. – 3:45 p.m.

Frank Cervone, Director, Library Systems, Northwestern University

Hear the top ten tips from an experienced Web designer and developer for making your site usable and readable to those you most want to reach.

10 Top Tips for Negotiating Content Agreements

4:00 p.m. – 4:15 p.m.

Gail Dykstra, Dykstra Research

Need content for your clients? Listen to an expert who provides 10 lessons and skills you can learn to become a more successful, and a more confident, negotiator of electronic license agreements.

Hot Off the Presses: Cybertour of News Sources

4:30 p.m. – 4:45 p.m.

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

Jimmy Olsen, get in here! A quick look at some key resources for locating the hottest news, the most far-reaching news, the newest news, and even the oldest news on the Internet.

Free Reception at



Information Today, Inc. invites all attendees and exhibitors to a complimentary reception. A wine and cheese reception will be held in the Exhibit Hall on Tuesday from 5:00 - 6:00 p.m.

Wednesday, May 15

Trends for Internet Librarians

11:00 a.m. – 11:15 a.m.

Stephen Abram, VP Corporate Development, Micromedia ProQuest

What's hot? What's going to have the biggest impact on our libraries and services in the coming years? Hear what a dedicated futurist in the information industry thinks are key trends.

Intranet Professional's Intranet Resources

11:30 a.m. – 11:45 a.m.

Intranet Professional editor, **Mary Lee Kennedy**, shares the newsletter's top intranet resource sites — from do-it-yourself intranets, to design tips and guidelines, to content integration toolkits.

Best Practices in Content Management (CM)

12:00 p.m. – 12:15 p.m.

Barak Pridor, CEO, of ClearForest, shares best practices, including case studies from Thomson Financial and Dow Chemical, that illustrate how these companies are maximizing productivity and time to market for new product introduction. The presentation focuses on the information overload that corporations are facing, the role of intelligent tagging in extracting relevant information, and the general principles and specific strategies corporations need to solve these problems.

Google Gets Serious

12:30 p.m. – 12:45 p.m.

Of interest to serious searchers, this talk by one of the world's experts, **Ran Hock**, author of *The Extreme Searcher's Guide to Web Search Engines*, discusses the heavy duty features and content that Google has added over the last year.

Creating High Impact ROI For Your Unstructured Data Management System

1:00 p.m. – 1:15 p.m.

Nimish Mehta, President & CEO, Stratify (formerly Purple Yogi)

This presentation reviews the essential points for creating ROI for your corporation while dramatically increasing the power of existing enterprise applications and reducing the significant amount of time spent by employees each day looking for information to support operational activities and decision making.

Auto-Categorization Ins and Outs

1:30 p.m. – 1:45 p.m.

Steve Bernstein, General Manager, Enterprise Solutions, Applied Semantics

This session discusses how automatic categorization can be made practical for many types of applications through the use of ontologies. Hear about options, applications and real world examples.

Hot Off the Presses: Cybertour of News Sources

2:00 p.m. – 2:15 p.m.

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

Jimmy Olsen, get in here! A quick look at some key resources for locating the hottest news, the most far-reaching news, the newest news, and even the oldest news on the Internet.

Top Five Invisible Web Sites for Business Researchers

2:30 p.m. – 2:45 p.m.

Marydee Ojala, Editor, *ONLINE Magazine*

Join *ONLINE*'s Dollar Sign columnist as she shares her top five Web sites for targeted, relevant, and timely information on a variety of business topics in this in-depth cybertour.

Making Your Website Usable

3:00 p.m. – 3:15 p.m.

Frank Cervone, Director, Library Systems, Northwestern University

Hear the top ten tips from an experienced Web designer and developer for making your site usable and readable to those you most want to reach.

Next Generation Library Users

3:30 p.m. – 3:45 p.m.

Stephen Abram, VP Corporate Development, Micromedia ProQuest

So what do we need to know about our future clients? Are they different than us? Yes, says this global trend watcher. So what do we do? Come and hear some potential strategies for dealing with nextgen patrons.

Tools & Techniques for Internet Librarians

4:00 p.m. – 4:15 p.m.

Gary Price, Editor, Virtual Acquisition Shelf & News Desk

Come hear about the latest tools and techniques used by an expert to keep current with new Internet reference resources. The co-author of *The Invisible Web* shares the tools he uses to monitor the 'Net and keep current, as well as some tips for finding quality material.

Intranet Professional's Intranet Resources

4:30 p.m. – 4:45 p.m.

Intranet Professional editor, **Mary Lee Kennedy**, shares the newsletter's top intranet resource sites — from do-it-yourself intranets, to design tips and guidelines, to content integration toolkits.

Thursday, May 16

Categorization & Visualization: The Basics

11:00 a.m. – 11:15 a.m.

Fighting in the content management trenches for many years, **Ramana Rao**, Chief Technology Officer & SVP, Inxight Software, explains how these new content access technologies integrate search and browse, why this is important, and shares some strategies for using them to effectively interact with content.

Bates Best Business Sites Cybertour

11:30 a.m. – 11:45 a.m.

Mary Ellen Bates, author of *Super Searchers Do Business & Super Searchers Cover the World*, shares her favorite sites for gathering information on companies, their industries and competitors. A quick look by an expert through the best of business on the Web.

Online Trends

12:00 p.m. – 12:15 p.m.

Marydee Ojala, Editor, *ONLINE Magazine*

What's happening in the online world? What should we be studying, thinking about, and using? Hear what an expert searcher and writer has to say.

Tools & Techniques for Internet Librarians

12:30 p.m. – 12:45 p.m.

Gary Price, Editor, Virtual Acquisition Shelf & News Desk

Come hear about the latest tools and techniques used by an expert to keep current with new Internet reference resources. The co-author of *The Invisible Web* shares the tools he uses to monitor the 'Net and keep current, as well as some tips for finding quality material.

Library Automation Systems: Evaluating & Implementing

1:00 p.m. – 1:15 p.m.

Marshall Breeding, Vanderbilt University

This session, by the author of Library Technology Guides Web site, provides an overview of the key criteria for evaluating library automation systems, a look at which ones are available for further investigation in the exhibition hall, and some tips for implementing a new system in your library.

Best Practices in Content Management (CM)

1:30 p.m. – 1:45 p.m.

Barak Pridor, CEO, of ClearForest, shares best practices, including case studies from Thomson Financial and Dow Chemical, that illustrate how these companies are maximizing productivity and time to market for new product introduction. The presentation focuses on the information overload that corporations are facing, the role of intelligent tagging in extracting relevant information, and the general principles and specific strategies corporations need to solve these problems.

Bates Best Business Sites Cybertour

2:00 p.m. – 2:15 p.m.

Mary Ellen Bates, author of *Super Searchers Do Business & Super Searchers Cover the World*, shares her favorite sites for gathering information on companies, their industries and competitors. A quick look by an expert through the best of business on the Web.

Structuring, Mapping, and Presenting Organizational Knowledge

2:30 p.m. – 2:45 p.m.

Carsten Wierwille, Vice President Client Partner, Plumb Design

This presentation will discuss how organizations can find ways to organize and present knowledge assets using information visualization and smart business process design.

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intranets 2002

October 29-31, 2002

Santa Clara Convention Center
Santa Clara, CA

**Internet
Librarian 2002**

November 4-6, 2002

Palm Springs Convention Center
Palm Springs, CA

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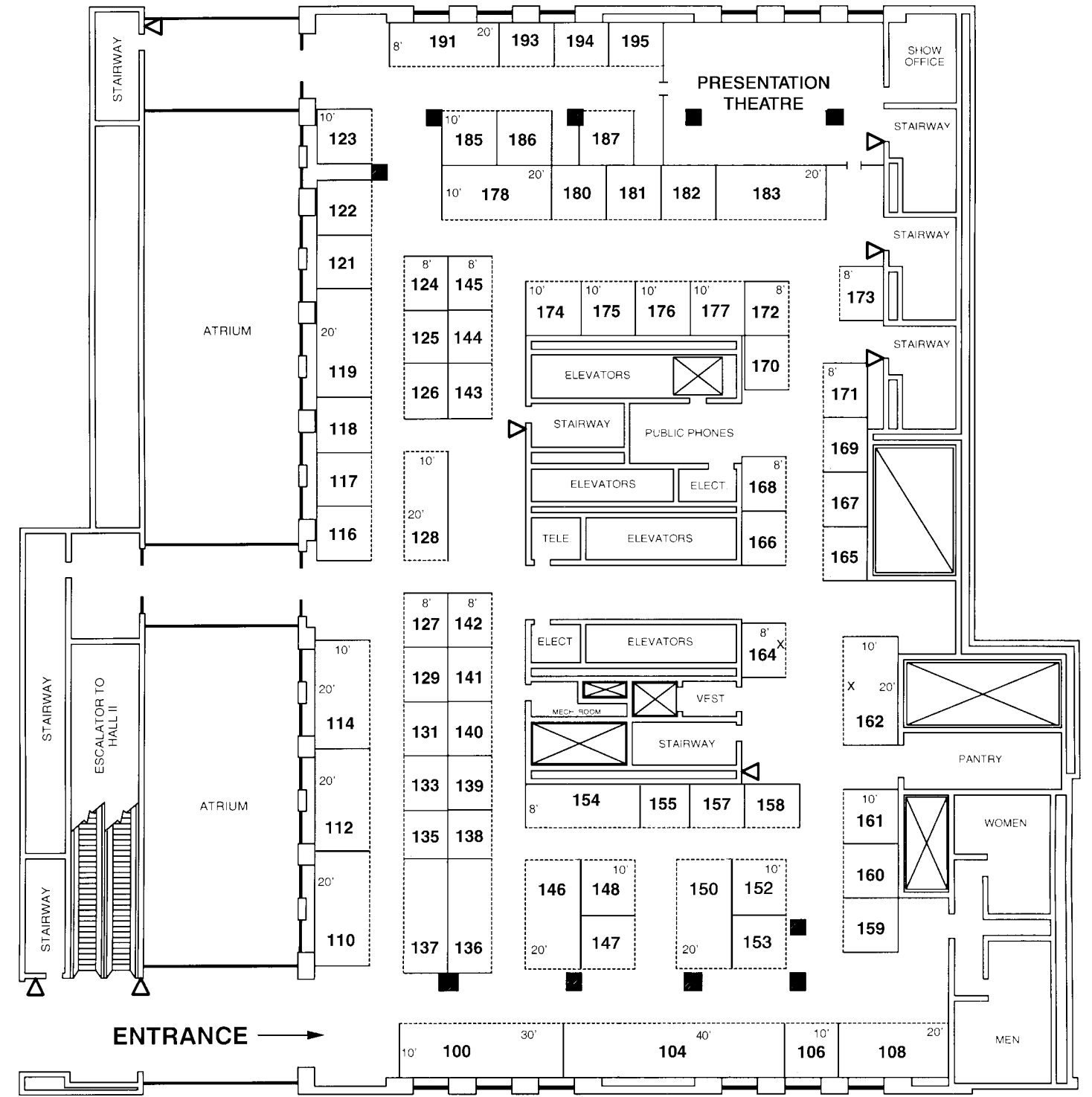


EXHIBIT HOURS

Tuesday, May 14 10:00 a.m. – 6:00 p.m.
 Reception 5:00 p.m. – 6:00 p.m.
 Wednesday, May 15 10:00 a.m. – 6:00 p.m.
 Thursday, May 16 10:00 a.m. – 3:00 p.m.