COMPUTERS IN LIBRARIES 2004

19TH ANNUAL

North America's Largest Technology Conference & Exhibition for Librarians and Information Managers

**HILTON WASHINGTON
MARCH 10–12, 2004**

SEARCHING AND SEARCH ENGINES
DIGITAL CONTENT MANAGEMENT
WEB DESIGN, DEVELOPMENT, AND USABILITY
INTRANETS, PORTALS, AND KNOWLEDGE MANAGEMENT
E-LEARNING, INFORMATION LITERACY, AND TRAINING
BUILDING AND MANAGING DIGITAL LIBRARIES AND E-COLLECTIONS
WEB TOOLS AND ROLES
INTERNET@SCHOOLS EAST

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We are pleased to present the 19th annual Computers in Libraries — the most comprehensive North American conference and exhibition on all aspects of library & information delivery technology. Although the tools and technology available to libraries & information services have changed over the years, the excellent quality and range of both topics and speakers at Computers in Libraries 2004 remain the same.

Coffee and Danish Hours

Get the day off to a great start by joining us for coffee and danish each morning from 8:00 – 9:00 a.m. in the International Ballroom Center before the keynote session.

Speakers Room

The Bancroft Room will be available Wednesday through Friday for speakers to help them prepare for their presentations.

CD-ROMS

CD-ROMs will be available for all sessions through The Digital Record. Orders can be placed at the conference and will be fulfilled in approximately 4-6 weeks. Or, call 703-683-8273.

Wednesday Evening Session

Free and open to all registrants, exhibitors and exhibit visitors.

TechForum 2004:
Looking at Dead & Emerging Technologies
7:30 p.m. – 9:00 p.m.

MODERATOR: D. Scott Brandt, *Technology Training Librarian, Purdue University Libraries*

PANELISTS: Darlene Fichter, *Data Librarian, University of Saskatchewan & Northern Lights Internet Solutions*
Bill Spence, *CTO, Information Today, Inc.*
Jenny Levine, *Suburban Library System & Publisher,* The Shifted Librarian
Andrew K. Pace, *Head, Systems, NCSU Libraries*
Stephen Abram, *President-elect, Canadian Library Association*

Firmly in the knowledge age, organizations and communities are striving to become learning organizations and centers, and librarians are even more critical to the transfer of knowledge in these learning environments. Our popular "dead technology" session focuses this year on those technologies that will, and will not, allow us to transfer knowledge to our clients in easy, cost-effective, and relevant ways. This session features some new views as well as some of our long-term Computers in Libraries experts, pioneers, and practitioners. Hear our panel's predictions of future-challenged technologies as they praise and condemn available and emerging technologies.

Free Receptions & Dine Arounds

Information Today invites all registrants, exhibitors, and exhibition visitors to receptions on Wednesday and Thursday evenings in the Exhibit Hall at 5:00 p.m. to renew acquaintances and meet new colleagues in a relaxed atmosphere. Also, sign up online or in the registration area for Dine Arounds at the superb restaurants in the Washington, DC area.

Meet ITI's Authors

Visit the ITI booth (booth #410) during each morning coffee break Wednesday through Friday to meet the featured author of one of ITI's newest books. On Wednesday stop by to meet Mary Ellen Bates, on Thursday, Ran Hock, and on Friday, Rachel Singer-Gordon. We are offering a special 40% discount (valid only the day that featured author will be at the booth) during the coffee break.

Cybertours

Plan to pick up some quick tips, take a sneak peek at new products, and learn new skills at short, free Cybertours in the Computers in Libraries 2004 Exhibit Hall.

Exhibit Hours

Wednesday, March 10
9:45 a.m. – 5:45 p.m. • *Reception 5:00 p.m.*

Thursday, March 11
9:45 a.m. – 5:45 p.m. • *Reception 5:00 p.m.*

Friday, March 12
9:45 a.m. – 3:15 p.m.

Program Chair

Jane I. Dysart, *Dysart & Jones Associates*

Organizing/Review Committee

Stephen Abram, *Canadian Library Association*
D. Scott Brandt, *Purdue University Libraries*
Marshall Breeding, *Vanderbilt University*
Kathy Dempsey, *Computers in Libraries*
Mary Lee Kennedy, *Microsoft Corp.*
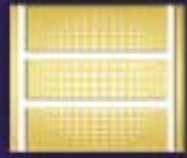**Andrew Pace**, *North Carolina State University Libraries*
Donna Scheeder, *Congressional Research Service*
Julia Schult, *Hamilton College*

Information Today, Inc.

19TH ANNUAL
COMPUTERS IN LIBRARIES 2004

CONFERENCE AT A GLANCE

PRECONFERENCE WORKSHOPS — TUESDAY, MARCH 9

Time				
9:00 a.m. – 12:00 p.m.	**W1:** Searchers Academy Bates, Price, Sherman, Notess	**W2:** Web Managers Academy Fichter, Cervone, Breeding	**W3:** Tools for Successful Technology Planning Chris Jowaisas	**W4:** RSS/Blogging 101 Steven M. Cohen & Jenny Levine	**W5:** How to Teach What Learners Want to Know Rita Vine	**W6:** Beyond Google Randolph Hock
1:30 p.m. – 4:30 p.m.	W1 continued	W2 continued		**W7:** Techstorm: Technology Brainstorm Stephen Abram	**W8:** Current Awareness Delivery Options Price & Tyburski	**W9:** Make Learning Stick Michael Stephens & D. Scott Brandt	**W10:** Usability Guidelines for Organizing Web Site Content Morante

POSTCONFERENCE WORKSHOPS — SATURDAY, MARCH 13

Time				
9:00 a.m. – 12:00 p.m.	**W11:** Intranet Academy Kennedy, Hards, Fichter, Morante	**W12:** Professional Web Authoring XHTML & CSS Roy Tennant	**W13:** Online Job Hunting & Staffing for Information Professionals Rachel Singer Gordon	**W14:** Meaningful Measures in Libraries: Defining & Doing Jones & Whitehead	**W15:** New Web Standards Frank Cervone & Darlene Fichter
1:30 p.m. – 4:30 p.m.	W11 continued	**W16:** Practical XML & XSLT Roy Tennant	**W17:** Targeting Funds & Resources for Nonprofits Online Jack Smith	**W18:** Evaluating Your Library's Cyber-Security David Ives	**W19:** Next Generation Library Web Sites Cervone & Fichter

GENERAL CONFERENCE — WEDNESDAY, MARCH 10

Time	TRACK A	TRACK B	TRACK C	TRACK D
	International Ballroom Center	International Ballroom East	Jefferson Room	International Ballroom West
	TRACK A NAVIGATING & SEARCHING	**TRACK B** WEB DESIGN & DEVELOPMENT	**TRACK C** CM SYSTEMS & STRATEGIES	**TRACK D** WORKING & LEARNING ELECTRONICALLY
9:00 a.m. – 9:45 a.m.	OPENING KEYNOTE: Expectations for Our Digital Future, Clifford Lynch			
10:30 a.m. – 11:15 a.m.	**A101:** Searching for Audio & Video Resources	**B101:** Library Web Site Meets About.com	**C101:** A CMS Approach at NCSU Libraries	**D101:** State of Library Automation
11:30 a.m. – 12:15 p.m.	**A102:** Federated Searching: A Primer & Strategies	**B102:** Cool Tools Update for Library Web Sites	**C102:** New Mexico Digital Documents	**D102:** Building & Managing Digital Collections
1:45 p.m. – 2:30 p.m.	**A103:** Thirty Search Tips in 40 Minutes	**B103:** E-Resources Usage— What Can Logs Tell Us?	**C103:** Making a University's History Accessible	**D103:** Building a Library Knowledge Base
3:15 p.m. – 4:00 p.m.	**A104:** Browsing off the Beaten Path	**B104:** Not Done with Usability Testing Yet!	**C104:** The Digital Library from Information Superhighway to Semiotic Web	**D104:** Transitioning to a Virtual Information Center
4:15 p.m. – 5:00 p.m.	**A105:** Tips for Keeping Up: Expert Panel	**B105:** Why Web Forms Stink and What You Can Do About It	**C105:** Using Open Source Software to Create a Digital Library	**D105:** Uncommon Commons: Beyond the Public Cluster
7:30 p.m. – 9:00 p.m.	WEDNESDAY EVENING SESSION: TechForum 2004: Looking at Dead & Emerging Technologies, D. Scott Brandt			

GENERAL CONFERENCE — THURSDAY MARCH 11

9:00 a.m. – 9:45 a.m. KEYNOTE: Ten Years into the Web: The Search Problem is Nowhere Near Solved, David Seuss

Time	TRACK A — International Ballroom Center INFORMATION & KNOWLEDGE EXCHANGE	TRACK B — International Ballroom East OPTIMIZING TECHNOLOGY	TRACK C — International Ballroom West CM SYSTEMS & STRATEGIES	TRACK D — Jefferson Room WORKING & LEARNING ELECTRONICALLY
10:30 a.m. – 11:15 a.m.	A201: Intelligent Systems: The World of AI for Libraries	B201: Federated Searching & OpenURL	C201: Digital Repositories: Now that They Are Up & Running	D201: Collaborations
11:30 a.m. – 12:15 p.m.	A202: Supporting KM with Weblogs	B202: Electronic Routing & Personalized Content Distribution: Case Study	C202: Developing Digital Collections: Case Studies	D202: Web-Based Learning Resources
1:45 p.m. – 2:30 p.m.	A203: Beyond Blogging 101	B203: Top Five Prerequisites for Building Successful Library Info Portals	C203: How to Survive Your Digitization Project	D203: Organization Perspectives
3:15 p.m. – 4:00 p.m.	A204: Unleashing the Power of RSS	B204: Next-Generation Library Web Sites	C204: Using Consortia & Collaborative Ventures to Expand E-Content	D204: Information Skills I: Literacy, Tutorials, Course Management
4:15 p.m. – 5:00 p.m.	A205: Sharing Content: Video on Demand	B205: JerseyCat: NJ's Statewide Virtual Catalog & Interlibrary Loan System	C205: Specialized Content: Web & Software Resources to Support the CI Function	D205: Information Skills II: Higher-Order Critical Thinking

GENERAL CONFERENCE — FRIDAY, MARCH 12

9:00 a.m. – 9:45 a.m. KEYNOTE: Top Tech Trends, Roy Tennant, Mary Lee Kennedy, & Stephen Abram

Time	TRACK A — International Ballroom Center SEARCHING & SEARCH ENGINES	TRACK B — International Ballroom East WEB TOOLS & PRACTICES	TRACK C — Jefferson Room CONTENT, CONTEXT & COMMUNITIES	TRACK D — International Ballroom West BEYOND THE WEB
10:30 a.m. – 11:15 a.m.	A301: Evolution of Search Engines: Update	B301: One Week to a Healthier, More Secure Network	C301: Designing the Next-Generation Intranet	D301: Competition, Technology, and Planning: Preparing for Tomorrow's Library Environment
11:30 a.m. – 12:15 p.m.	A302: The Changing Search Engines Landscape: Implications	B302: The Wild, Wild Web: Spam Wars	C302: Opening Doors: Libraries and Portals	D302: Accidental Systems Librarianship
1:45 p.m. – 2:30 p.m.	A303: Start Your Engines!	B303: Technology: Remote User's Best Friend	C303: Getting Pushy: Delivering Content to PDA Users	D303: Barcoding Our Clients
3:15 p.m. – 4:00 p.m.	A304: Is Google God, and is That Good?	B304: Tablet PCs at the Reference Desk	C304: The Future of the Library Web Site in the Corporate Intranet Environment	D304: Marian Goes to Washington: A Political Primer for Librarians
4:15 p.m. – 5:00 p.m.	A305: Beyond the Google Effect: The Web Has Changed	B305: PDAs in Libraries: The Whole World in Our Palms	C305: Libraries in the Wireless World	D305: Communication Between Techies and Non-Techies

INTERNET@SCHOOLS EAST 2004

THURSDAY, MARCH 11 — Lincoln Room

9:00 a.m. KEYNOTE: The Next New Thing: Create, Communicate, & Collaborate with Blogs

INTERNET TOOLS & TIPS

Time	Session
10:30 a.m.	S101: Shrink the World with Webcams and E-mail
11:30 a.m.	S102: Multimedia Literacy: Embedding Technology into Student Projects

WEB SEARCH STRATEGIES & RESOURCES

Time	Session
1:45 p.m.	S103: Advanced Web Searching for K-12 Media & Technology Specialists
2:45 p.m.	S104: Finding Free Education Resources on the Web for Teachers & Librarians
3:45 p.m.	S105: Primary Sources & the American Memory Project
4:30 p.m.	S106: Internet Tactics & Tools: Tapping the Total Internet

FRIDAY, MARCH 12 — Lincoln Room

HOT TOPICS FOR LIBRARY MEDIA SPECIALISTS

Time	Session
9:00 a.m.	S201: Taking Advantage of PDAs and Handhelds in the Media Center
10:00 a.m.	S202: Successfully Teaching Research Skills
11:15 a.m.	S203: Simple Strategies to Increase Information Security Awareness

CURRICULUM CURRENTS & TRENDS

Time	Session
1:30 p.m.	S204: Helping Them Do It at Home
2:45 p.m.	S205: Web Tools for Curriculum Design & Collaboration
3:45 p.m.	CLOSING KEYNOTE: Teaching with Computers

GENERAL CONFERENCE — WEDNESDAY, MARCH 10

KEYNOTE
International Ballroom Center

Expectations for Our Digital Future
9:00 a.m. – 9:45 a.m.

Clifford Lynch, *Executive Director of the Coalition for Networked Information (CNI)*

Never one to shy away from making predictions or sharing his views of the future, Clifford Lynch talks about: the next generation of the Net; the role of content, knowledge, and information professionals in digital libraries and the digital world; some technologies and developments to monitor as we move to our digital future. As one of the leading visionaries in the information industry and executive director of a 200-member consortium of leadership organizations who are exploring digital content and technologies, his views are not to be missed!

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

NAVIGATING & SEARCHING
TRACK A
International Ballroom Center

Navigating and searching, core capabilities of information professionals, are constantly being challenged by new technologies and new techniques. Join our expert navigators and speakers as they share their tips, tricks, and strategies.

Moderated by **Randolph Hock**, *Principal, Online Strategies*

Searching for Audio & Video Resources `A101`
10:30 a.m. – 11:15 a.m.

Gary Price, *ResourceShelf.com, & Co-Author,* The Invisible Web

This session focuses on searching and accessing streaming media for research and library use. Price shares lots of tips, tricks, and resources that you can put to use immediately.

Federated Searching: A Primer & Strategies `A102`
11:30 a.m. – 12:15 p.m.

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

This session provides a brief overview of federated searching: the concept, the technologies employed, and implementation questions and concerns, with special emphasis on the implications of federated searching on the way libraries organize, describe, and provide access to electronic resources in their Web environments.

Lunch Break — A Chance to Visit the Exhibits
12:15 p.m. – 1:45 p.m.

Thirty Search Tips in 40 Minutes `A103`
1:45 p.m. – 2:30 p.m.

Mary Ellen Bates, *Bates Information Services*

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

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

Browsing off the Beaten Path `A104`
3:15 p.m. – 4:00 p.m.

Karen Ventura, *Head of Systems & Technology, Novi Public Library*

Andrew Mutch, *Library Systems Technician, Waterford Township Public Library*

Web browsers are difficult to use in a library setting with multiple users. Browsers have many security holes, include functionality beyond Web browsing, and are difficult to lock down. Instead of using expensive third-party security software or hoping users will behave, try alternative Web browsers. These alternative browsers are easier to configure and secure, include less features for patrons to abuse, support all the current Web standards and plug-ins, and can save staff from needless aggravations.

Tips for Keeping Up: Expert Panel `A105`
4:15 p.m. – 5:00 p.m.

Gary Price, *ResourceShelf.com*
Rita Vine, *Workingfaster.com & Searchportfolio.com*
Steven Cohen, *Assistant Librarian, Rivkin Radler, LLP, & Author,* Keeping Current — Advanced Internet Strategies to Meet Librarian and Patron Needs

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

Wednesday Evening Session — See page 5
7:30 p.m. – 9:00 p.m. *Jefferson Room*

WEB DESIGN & DEVELOPMENT
TRACK B
International Ballroom East

Great library Web sites don't happen by accident. The speakers in this track talk about what it takes to design, manage, assess, and evaluate library Web sites. Hear from library Webmasters who are people- and technology-savvy to find out how to keep pace with new user demands and opportunities for improvement.

Moderated and organized by **Darlene Fichter**, *Data Library Coordinator, University of Saskatchewan Library*

Library Web Site Meets About.com `B101`
10:30 a.m. – 11:15 a.m.

David King, *IT/Web Project Manager, Kansas City Public Library*

Kansas City Public Library recently started tracking Web links, our Internet "list of links" pages. We discovered that local links, like our subscription databases, links to sports teams, and area job sites, were heavily used, and hundreds of other links were not used at all. Rather than continuing to gather thousands of links that won't be used, the library Web team changed to an

EVENING RECEPTIONS

All registrants, exhibitors, and exhibition visitors are invited to receptions in the Exhibit Hall from 5:00 – 5:45 p.m. on Wednesday and Thursday evenings.

"about.com" strategy: We are building daily-updated topic guides with a localized focus. These guides feature local content, area news and events relating to the topic, as well as library resources relating to the topic.

Cool Tools Update for Library Web Sites   B102

11:30 a.m. – 12:15 p.m.

Darlene Fichter, *Data Library Coordinator, University of Saskatchewan*
Frank Cervone, *Assistant University Librarian, Northwestern University*

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

Lunch Break — A Chance to Visit the Exhibits

12:15 p.m. – 1:45 p.m.

E-Resources Usage — What Can Logs Tell Us?   B103

1:45 p.m. – 2:30 p.m.

Andrew Ashton, *Systems Librarian, Scribner Library, Skidmore College*
Joanna Duy, *Chemistry and Physics Librarian, Concordia University*
Eric Pauley, *Computing Consultant, North Carolina State University*

Libraries with fixed budgets need to identify what resources are in demand and find ways to promote their usage. Andrew describes how the proliferation of proxy servers for managing access to electronic resources presents both solutions and a host of new problems to the task of identifying which resources are being used. He provides strategies for addressing the electronic resource usage along with some specific examples of techniques that may be used to collect, disseminate, and analyze usage information. Duy and Pauley tackle the problem of connecting users to the right e-resource, examining the impact of E-journal Finder at NCSU Libraries, a tool that has more than doubled the use of full-text databases. Learn about the most common searches and failed searches and how to use log analysis to gauge the effectiveness of new e-resources discovery tools.

Coffee Break — A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

Not Done with Usability Testing Yet!   B104

3:15 p.m. – 4:00 p.m.

Lesley Moyo, *Head, Gateway Libraries, Penn State University Libraries*
Librarians are known to be excellent organizers, so why are students having difficulty finding information on library Web pages? Moyo takes a close look at 20 academic library Web sites to answer this question. This study follows earlier research into jargon on library sites and navigation elements. Moyo zooms in on site organization and looks at how it affects the user's search experience. Find out how information classification and clusters and organization structure affect navigation on your site.

Why Web Forms Stink and What You Can Do About It   B105

4:15 p.m. – 5:00 p.m.

Darlene Fichter, *Data Library Coordinator, University of Saskatchewan*
Talking to Web site users reveals that everyone has a horror story about a Web survey, request form, or online purchase gone awry. How well do Web forms on your library Web site work? Webmasters complain that visitors don't read the form directions, but is poor form design at fault? Learn about the 10 do's and don'ts of form design and take home practical tips to make your site better.

Wednesday Evening Session — See page 5

7:30 p.m. – 9:00 p.m.   *Jefferson Room*

CONTENT MANAGEMENT SYSTEMS & STRATEGIES TRACK C
Jefferson Room

This track defines content management systems (CMS) and explores the strides libraries have taken in managing content, from creation through to impacting clients.

*Moderated by **Stephen Abram,** Canadian Library Association*

A CMS Approach at NCSU Libraries   C101

10:30 a.m. – 11:15 a.m.

May Chang, *Web Development Librarian & **Steve McCann,** Libraries Fellow, North Carolina State University (NCSU) Libraries*

The session describes Web content management systems (CMS), both commercial and open source. A CMS supports the creation, management, distribution, publishing, and discovery of information. By separating content from presentation, content can be reused and transformed into different formats, e.g., HTML, PDF, and PDA. The presentation draws on the experience at NCSU Libraries, where such a system is being implemented to manage a growing quantity and variety of information and resources.

New Mexico Digital Documents   C102

11:30 a.m. – 12:15 p.m.

Patricia Hewitt, *Director/Tech Services, &*
Marcia Smith, *State Documents Librarian, New Mexico State Library*

More and more state documents are being published only on the Web. State documents librarians charged with the management of state depository programs are facing a dilemma: how to preserve important local materials. The New Mexico State Depository Program began to add URLs to cataloging records, but soon realized this approach was too limited. In addition to providing URLs in cataloging records, it now uses OCLC's Digital Archive Service to preserve certain Web documents. Hear about this library's challenges, strategies, and learnings.

Lunch Break — A Chance to Visit the Exhibits

12:15 p.m. – 1:45 p.m.

Making a University's History Accessible   C103

1:45 p.m. – 2:30 p.m.

Austin McLean, *Director, Dissertation Publishing, ProQuest*
Gary Ives, *Assistant Director of Acquisitions & Coordinator of Electronic Resources, Texas A&M University Libraries*

By being kept in paper format only, dissertations at many universities are difficult to access and vulnerable to theft, fire, and decay. As a way to showcase research and academic history, provide access for students and researchers from a single entry point, and enhance the institution's standing in the international academic arena, digitization and microfilming of retrospective dissertations and master's theses are being implemented by many institutions. Librarian Gary Ives and publisher Austin McLean will discuss a case study for a retrospective dissertation publishing program.

Coffee Break — A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

The Digital Library from Information Superhighway to Semiotic Web   C104

3:15 p.m. – 4:00 p.m.

Martin Kalfatovic, *Head of the New Media Office, &*
Suzanne Pilsk, *Cataloger, Smithsonian Institution Libraries*

Today's information centers have traveled a long way down that Information Superhighway, going from gophers and telnet beginnings to complex

interconnected Web portals. Dead ends are often inevitable and always learning experiences in the fast-paced world of digital library development. As part of the Smithsonian's mission, its libraries have taken the "increase and diffusion of knowledge" into an age of new media technology. From the development of the Web page, to the production of online publications and exhibitions, the Smithsonian libraries have attempted to stay current with the newest developments. This session illustrates, sometimes humorously, how the Smithsonian's digital library was developed.

Using Open Source Software to Create a Digital Library
`C105`

4:15 p.m. – 5:00 p.m.

Pam Osborne, *Digital Librarian, Mercy Corps*

Mercy Corps is an international relief and development organization based in Portland that reaches 5 million people in over thirty countries. Their librarian used Greenstone, a suite of open-source software, to create a digital library containing important internal documents and web resources and made it accessible to the worldwide staff via a Web browser and CD-ROM. Information can be found in the collection by keyword searching or by looking in any of the specialized browsing indexes—donor, geography, sector, and subject. Come and hear tips, experiences and lessons learned in creating a digital library.

Wednesday Evening Session — See page 5

7:30 p.m. – 9:00 p.m. Jefferson Room

WORKING & LEARNING ELECTRONICALLY
TRACK D
International Ballroom West

This track showcases the incredible innovation shown by libraries in all sectors — corporate, academic and public. Far from dead, libraries are seizing technology and wielding it to pave new paths, new services, and new success stories.

Moderated by **Julia Schult,** *Coordinator, Reference Collection Management, Hamilton College*

State of Library Automation
`D101`

10:30 a.m. – 11:15 a.m.

Marshall Breeding, *Vanderbilt University*

This session is an overview of the state of the library automation marketplace by an expert who has been covering the automated systems marketplace for Library Journal for the last few years. Marshall shares some recent trends and developments in the field.

Building & Managing Digital Collections: A Consortium Approach
`D102`

11:30 a.m. – 12:15 p.m.

Allison Zhang, *Manager, Digital Collections Production Center (DCPC), Washington Research Library Consortium (WRLC)*

Building and managing digital collections can be very challenging and expensive for libraries. A collaborative facility can provide technical support, tools, and staff to cost-effectively develop digital collections from multiple independent libraries. The DCPC was built through a National Leadership Grant to provide digitization services for WRLC member libraries. This session demonstrates the consortium approach for developing digital collections, including the services that DCPC provides, the process to digitize and build digital collections, the set of tools developed by DCPC, and sample digital collections.

Lunch Break — A Chance to Visit the Exhibits

12:15 p.m. – 1:45 p.m.

Building a Library Knowledge Base
`D103`

1:45 p.m. – 2:30 p.m.

Peter Armenti, *Digital Reference Specialist, Library of Congress*

Library knowledge bases can facilitate the reference function by allowing librarians to use past answers to respond to new questions, but does this benefit outweigh the cost of building and maintaining them? Using QuestionPoint, a tool for providing and managing reference services, the Library of Congress and other libraries have begun building knowledge bases at local levels. This session explores the issues and challenges encountered in building local knowledge bases, looks how effectively the QuestionPoint knowledge bases meet libraries' needs, and what steps libraries can take to make knowledge bases relevant, practical reference tools.

Coffee Break — A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

Transitioning to a Virtual Information Center
`D104`

3:15 p.m. – 4:00 p.m.

Debbie Wise, *Senior Project Manager &*
Jennifer Margiotta, *Project Manager, ASTD*

Associations today are struggling with the decision to maintain or suspend information center activities. Limited resources have inspired creative solutions to meet the demands of a growing public accustomed to the Web-based model of 24/7 information access. ASTD, the leading professional association in the workplace learning and performance field, made the decision to scale back its information center, while maintaining their same degree of high-level customer service. After a 50 percent staff reduction, ASTD had to quickly alter the way it handled Information Center requests. This session details how ASTD went from a custom research service to a virtual information center and discusses the importance of content partnerships, outsourcing, enhancements and upgrades to online research tools, and leveraging Web resources to provide more value to your customers.

Uncommon Commons: Beyond the Public Cluster
`D105`

4:15 p.m. – 5:00 p.m.

Keith Morgan, *Client Services Librarian for Digital Resources, North Carolina State University (NCSU)*

One way in which the research library can be redefined in the 21st century is by reinforcing the centrality of the idea of library as place, as the central physical presence in campus-wide teaching and learning. One method to accomplish this is by creating collaborative facilities. In its 2002-2003 Program Plan, the Coalition of Networked Information recognizes the importance of collaborative ventures such as "information commons," centers for teaching and learning, and multimedia production and service facilities. The new Digital Media Lab (DML) at the NCSU Libraries is both an example of such a facility and an attempt to expand the boundaries of definition, to create the "uncommon commons." This presentation discusses the questions that arose during the planning process for the DML: Who would staff such a lab and what sort of expertise was needed? What was the best mix of equipment for such a lab? What was the service model for this lab? How do we keep up with the pace of technology advancements in a 5-year plan? What does it mean for librarians when computers in libraries become digital video workstations?

WEDNESDAY EVENING SESSION
Jefferson Room

TechForum 2004: Looking at Dead & Emerging Technologies

7:30 p.m. – 9:00 p.m.

Free and open to all registrants, exhibitors and exhibit visitors.

GENERAL CONFERENCE — THURSDAY, MARCH 11

KEYNOTE
International Ballroom Center

Ten Years into the Web: The Search Problem is Nowhere Near Solved

9:00 a.m. – 9:45 a.m.

David Seuss, *CEO, Northern Light Group, LLC*

As an Internet pioneer and the guiding force behind Northern Light, David Seuss has found himself back in the fray and owning Northern Light again. With his unique perspective of Web history and navigation, David Seuss shares his vision of the "Web of the future" and suggests some areas that information professionals should watch carefully as they develop their plans and strategies for the future.

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

INFORMATION & KNOWLEDGE EXCHANGE
TRACK A
International Ballroom Center

Facilitating the exchange of information and knowledge is another core capability of information professionals and these sessions focus on innovative new ways of meeting the challenge.

*Moderated by **Pat Ayers**, Congressional Research Service*

Intelligent Systems: The World of AI for Libraries `A201`

10:30 a.m. – 11:15 a.m.

Roy Balleste, *Head of Public Services, St. Thomas University Law Library*

Communication and information delivery are always concerns for librarians, and the concept of artificial Intelligence ((AI) presents us with a valuable avenue. Intelligent systems represent the next technological frontier within libraries, presenting the potential to change how we offer our information and ourselves to the communities that we serve. This case study illustrates how an AI librarian agent named AKI supplements reference services, explains the main concepts, and demonstrates how librarians can set up the service.

Supporting KM with Weblogs `A202`

11:30 a.m. – 12:15 p.m.

Michael Angeles, *Information Specialist, Lucent Technologies*

Weblogging software has received plenty of attention as a quick and easy way to post content to a Web site. Weblogging can also be used to support knowledge management, called knowledge logging, or k-logging, and is emerging as an inexpensive alternative to large-scale KM solutions. The blogs may support research development, share industry information, capture and disperse project information among a team, or just annotate relevant literature for colleagues. This session uses real-world examples to illustrate how libraries can support k-loggers in their organizations and discusses what systems the library can create to make Weblog content findable and accessible.

Lunch Break — A Chance to Visit the Exhibits
12:15 p.m. – 1:45 p.m.

Beyond Blogging 101 `A203`

1:45 p.m. – 2:30 p.m.

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

Weblogs, or blogs, are everywhere these days, and potential library applications have gained a lot of interest and momentum in the past year. This presentation goes beyond "how to get started" and focuses on how blogs influence work styles and organizations. Huwe demonstrates how his organization created a subject-specific blog to meet its user communities and concludes with some strategic recommendations for building a high-value blog along subject lines.

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

Unleashing the Power of RSS `A204`

3:15 p.m. – 4:00 p.m.

Steven Cohen, *Assistant Librarian, Rivkin Radler, LLP*
Jenny Levine, *Internet Development Specialist, Suburban Library System & The Shifted Librarian*

RSS feeds can easily help you keep up-to-date with the latest news, but there is more to RSS than just collecting content from numerous Web sites. It is a critical accessory to the librarian's virtual toolbelt. This session discusses new tools, strategies, and methods to personalize the content coming into your news aggregator. The first speaker focuses on utilizing RSS feeds to deliver customized content, saving time by making the most out of the aggregator, and ensuring prompt delivery to clients. The second speaker illustrates with a case study of how blogging software is not only great for keeping your library's Web site dynamic and current, but can help improve communication in-house.

Sharing Content: Video on Demand `A205`

4:15 p.m. – 5:00 p.m.

Alexander Eykelhof, *Director, IT and Colleges Digital Library, The Bibliocentre, a Division of Centennial College*

The Bibliocentre, five colleges and a school board have launched a Video-on-demand (VOD) pilot project to deliver streaming video on demand to the business and health sciences curricula in each of the schools, providing them with detailed drill-down access to the contents of the video. This session provides an overview of the planning process, the technical considerations, and the delivery system for the project as well as some of the hurdles in launching the project, lessons learned and the future of sharing VOD.

OPTIMIZING TECHNOLOGY
TRACK B
International Ballroom East

This track profiles technologies that are worth the hype in today's increasingly Webbed world. It focuses on how to harness these technologies, what to watch out for, and highlights working examples.

*Moderated by **Andrew Pace**, North Carolina State University*

Federated Searching & OpenURL `B201`

10:30 a.m. – 11:15 a.m.

Frank Cervone, *Assistant University Librarian, Northwestern University*
Federated searching is the next generation in library services on the Web. This session describes how federated searching provides a single, unified

EVENING RECEPTIONS

All registrants, exhibitors, and exhibition visitors are invited to receptions in the Exhibit Hall from 5:00 – 5:45 p.m. on Wednesday and Thursday evenings.

interface to multiple products resulting in better use of resources. It talks about what is available today, what's involved in implementing a federated search service, its impact on the library, and how the Open URL standard and other linking initiatives relate to these new services.

Electronic Routing & Personalized Content Distribution: Case Study

`B202`

11:30 a.m. – 12:15 p.m.

Eric Gross, Executive Vice President, Ozmosys, Inc., & Ronda Fisch, Director of Library Services, Reed Smith

Subscription management is an administrative nightmare. Delivering the right information to the right people at the right time is vital to a large organization with too many information requirements and disparate content providers. This case study demonstrates how a global top 20 law firm makes managing all of the firm's subscriptions simple and shares their strategy for organizing and controlling information overload and overlook.

Lunch Break — A Chance to Visit the Exhibits

12:15 p.m. – 1:45 p.m.

Top Five Prerequisites for Building Successful Library Information Portals

`B203`

1:45 p.m. – 2:30 p.m.

Eric Graham, System Administrator, GMILCS Consortium, & Mark Calkins, Senior Vice President, Dynix

One of the most hotly debated issues in the library industry today concerns the shape and form of patron-facing library portals. Portals have the potential to deliver a number of services in a variety of shapes. This session explores five key considerations every library should consider before moving ahead with a portal strategy, illustrating with real-world examples such as consortia, academic, public, and special libraries. Discussions include "out-of-the-box" vs. customized solutions; consolidated searching capabilities; the importance of search functionality that extends beyond Z39 catalogs and includes Web and external databases; and the value of single vs. multiple user interfaces.

Coffee Break — A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

Next-Generation Library Web Sites

`B204`

3:15 p.m. – 4:00 p.m.

Andrew White, Associate Director, & Joseph Balsamo, Systems Administrator Health Sciences Center Library, Stony Brook University

Library Web sites are evolving rapidly to keep pace with new user demands. White and Balsamo look at the tools that libraries use to maintain Web site content and discuss how the centralized Web site maintenance model often collapses under its own weight. The presenters describe how their library tackled the problem by switching to using Plone, an open source content management system requiring little knowledge of HTML codes.

JerseyCat: New Jersey's Statewide Virtual Catalog & Interlibrary Loan System

`B205`

4:15 p.m. – 5:00 p.m.

Scherelene Schatz, Consultant, NJ State Library

JerseyCat is New Jersey's Statewide Virtual Catalog and Interlibrary Loan system used by academic, public, school, and special libraries. It is a hybrid system using Auto-Graphics AGent software that has built a union catalog of small library collections across the state. If a patron finds a needed item, it can be requested via interlibrary loan. This session discusses the migration process from one virtual catalog to another, the technical capabilities of the system, and training a field of over 1,500 interlibrary loan personnel in hands-on sessions.

CONTENT MANAGEMENT SYSTEMS & STRATEGIES TRACK C
International Ballroom West

Delivering content electronically to patrons is foremost in the minds of many library administrators and highlighted on their budgets. This track enables you to learn from those who have been pioneers in digitizing content or in leveraging Web resources and tools to ensure their clients and patrons have the content they want — when and where they want it.

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

Digital Repositories: Now that They Are Up & Running

`C201`

10:30 a.m. – 11:15 a.m.

Terence Huwe, Director of Library and Information Services, Institute of Industrial Relations, University of California (UC), Berkeley

UC's eScholarship program hosts a large-scale repository of academic working papers, covering the entire UC system. It's been open for business for over a year, enabling information professionals to learn from its experience. Huwe explores the production and dissemination sides of managing collections within the digital repository, as well as the administrative issues facing librarians who manage large-scale digital repositories. He also addresses the longer-term intellectual property issues raised by the digital publication of articles intended to be peer-reviewed in print.

Developing Digital Collections: Case Studies

`C202`

11:30 a.m. – 12:15 p.m.

Nancy Allmang, Reference Librarian, & Paula Deutsch, Technical Information Specialist, Information Services Division, National Institute of Standards and Technology (NIST)

This case study of a digital collection illustrates how the Information Services Division of Technology Services NIST formulated a requirements analysis and development plan for a model system that integrates an all-electronic manuscript submission and approval system for authors with a bibliographic database of agency publications and a digital library, touching on specifications to streamline workflow and digitize publications.

Lunch Break — A Chance to Visit the Exhibits

12:15 p.m. – 1:45 p.m.

How to Survive Your Digitization Project

`C203`

1:45 p.m. – 2:30 p.m.

Bill Helling, Systems Librarian, Crawfordsville District Public Library

Many libraries have undertaken digitization projects without realizing the full scope of the effort required until mistakes are compounded, money is gone, and patience is exhausted. Beyond the costs of hardware and software tools, a digitization project is also a burden on overworked and under-trained staff. This session demonstrates how digitizing a collection can be a success for your library, its local patrons, and even a worldwide community of users through proper organization and adherence to certain sound principles. By emphasizing that a well-designed process is much more important than a large budget, Helling shows that even the smallest library can digitally preserve and share local resources.

Coffee Break — A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

Using Consortia & Collaborative Ventures to Expand E-Content

`C204`

3:15 p.m. – 4:00 p.m.

Daniel Mack & **Roberta Astroff**, *Humanities Librarians, Penn State University Libraries*
Patricia Wilson, *Associate Director, Himmelfarb Library, George Washington University*

Electronic formats and 24/7 service anywhere, anytime is the expectation on all academic campuses. This presentation looks at how these librarians have built a series of strategic alliances to ensure these expectations could be met. Wilson talks about the negotiation process used at Himmelfarb Library for creating alliances, the real benefits of such arrangements, and the factors that have led to successes. Mack and Astroff illustrate how Penn State has carved out an original model for the library in publishing in which librarians collaborate with faculty in academic departments and with the Penn State Press on projects incorporating traditional publishing with technological enhancements delivered via the Web.

Specialized Content: Web and Software Resources to Support the CI Function

`C205`

4:15 p.m. – 5:00 p.m.

Margaret Carr, *Intelligence Analyst, National Security Agency*

The business intelligence or competitive intelligence (CI) function of organizations is increasingly important, and one in which libraries can play a vital role. There are CI Web-monitoring and software tools to fit most library budgets. Based on 15 interviews with key CI practitioners, attendees get an inside view of what has worked, what has not, and considerations and limitations when selecting services and resources to support different areas of the CI function. Carr shares successes, failures, benefits and pitfalls as well as a matrix and question tip sheet to use for your own institution.

WORKING & LEARNING ELECTRONICALLY
TRACK D
Jefferson Room

In our outcomes-based, learning-objectives-oriented libraries, technology is no longer the driver of innovation and planning, education is. We have staff, patrons, students, and customers to instruct and teach. The environment in which this happens certainly utilizes technology for creation and delivery, but more and more relies first on determining strategic goals, building teams, scanning the culture, and identifying specific needs. This track gives perspective from the learning angle — what are the learning needs of our constituents and what can we do to meet them successfully.

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

Collaborations

`D201`

10:30 a.m. – 11:15 a.m.

Julia Schult, *Reference Librarian/Coordinator of Reference;*
Jesse Thomas, *Multimedia Specialist &*
Krista Siniscarco, *Multimedia Assistant, Hamilton College*
Bor-sheng Tsai, *Associate Professor, School of Information and Library Science, Pratt Institute*

Learning projects and programs rarely happen in isolation. Nowadays, working in liaison with diverse teams and multiple groups is the norm. This session's speakers share insights into and tips for such collaborations, which support learning at an in-depth level. We'll see team-building initiatives between the library and an IT department which provide critical support for instructional initiatives. A multi-library assessment to develop and manage a subject-focused information "learning ground" is also examined.

Web-Based Learning Resources

`D202`

11:30 a.m. – 12:15 p.m.

Barbara Martin, *Professor, University of North Texas, &*
Yunfei Du, *Assistant Professor, Wayne State University*
Frank Vuotto, *Business/Agribusiness Librarian, California Polytechnic State University*

Instruction increasingly lives on the Web, whether as synchronous distance education, asynchronous learning modules, or resources that support various instructional outcomes. Our first speaker focuses on online delivery of projects using specialized technical solutions, such as ColdFusion-driven Web content. Then we look closely at how subject-specialized resources can function as tutorials to help support learning environments.

Lunch Break — A Chance to Visit the Exhibits

12:15 p.m. – 1:45 p.m.

Organization Perspectives

`D203`

1:45 p.m. – 2:30 p.m.

Angela Ballard, *Information Technology Training Librarian, North Carolina State University (NCSU) Libraries*
Michael Stephens, *Networked Resources Development & Training Librarian, and* **Robert Lewandowski,** *Trainer, St. Joseph County (IN) Public Library*

Well-coordinated efforts to initiate, learn, or celebrate technology require tuning into the organizational culture for perspective, buy-in and system-wide understanding. Trainers play key roles in creating and assessing environments, as well as in motivating people and keeping them charged. This session looks at efforts at different ends of the spectrum — beginning a training program and celebrating successes after technology deluges. Our presentation on building a training program identifies components of the organizational culture that can affect success. Our presentation on celebration highlights dynamic ways to enliven and invigorate a staff.

Coffee Break — A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

Information Skills I: Literacy, Tutorials, Course Management

`D204`

3:15 p.m. – 4:00 p.m.

Gary O. Roberts, *Information Systems Librarian, Alfred University*

As learning continues to get more and more comfortable online, needs for tracking and demonstrating progress and success continue to cause a stir. Many are turning to course management (CM) software for help, since these programs offer a suite of tools for large online courses. In particular, the registration and testing features found in CM systems can be integrated with the engaging content of online information-literacy tutorials to support comprehensive information literacy programs. This presentation demonstrates how a tutorial can be enhanced by integrating it into CM.

Information Skills II: Higher-Order Critical Thinking

`D205`

4:15 p.m. – 5:00 p.m.

Gwendolyn Reece, *Reference/Instruction/Web Librarian, American University*

It is easier to teach and assess simple information-seeking skills than higher-order critical thinking skills, which results in a tendency to emphasize one over the other. However, information literacy requires critical thought, and librarians are finding ways to efficiently and effectively help students and patrons learn these skills. An online information literacy tutorial is used to demonstrate the process and challenges of using technology to design outcomes, providing learning situations that integrate abstract concepts of information literacy and the practical mechanics of information-seeking skills.

GENERAL CONFERENCE — FRIDAY, MARCH 12

KEYNOTE
International Ballroom Center

Top Tech Trends
9:00 a.m. – 9:45 a.m.

Roy Tennant, *Web and Services Design Manager, eScholarship Initiative, California Digital Library;* **Mary Lee Kennedy,** *Director, Knowledge Network Group, Microsoft Corp.;* **Stephen Abram,** *President-elect, Canadian Library Association*

Moderated by *Jane Dysart, Dysart & Jones Associates*

This panel of industry leaders shares their top three tech trends in this fast-paced, interactive session. Hear from leaders in our field about technologies that will have an impact on how we operate our libraries and information services and how we interact with our communities in the future.

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

SEARCHING & SEARCH ENGINES
TRACK A
International Ballroom Center

Hear the latest trends, tools, and techniques in the search engine arena from search experts, industry leaders, watchers, and practitioners.

Moderated by **Andrew Pace,** *Head, Systems, North Carolina State University Libraries*

Evolution of Search Engines: Update — A301
10:30 a.m. – 11:15 a.m.

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

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

The Changing Search Engines Landscape: Implications for Serious Searchers — A302
11:30 a.m. – 12:15 p.m.

Rita Vine, *Workingfaster.com & Searchportfolio.com*

The business of Web search is changing rapidly. Stock analysts agree that Web search advertising could grow more quickly than any other e-business area in the next 2 years. Stock values of publicly traded search companies have created a mini-tech boom, and consolidation of Web search properties is well underway. This session focuses on the implications of the changing landscape of Web search for Web searchers; understanding how Web advertising, partnerships, and the race for market dominance affect search tools and search results; and discusses how new developments will influence what you see on the page when you conduct a search.

Lunch Break — A Chance to Visit the Exhibits
12:15 p.m. – 1:45 p.m.

Start Your Engines! — A303
1:45 p.m. – 2:30 p.m.

Greg Notess, *Publisher, Search Engine Showdown*
Michael Palka, *Director of Search, Ask Jeeves, Inc.*

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

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

Is Google God, and is That Good? — A304
3:15 p.m. – 4:00 p.m.

Ned Fielden, *Instructional Librarian, San Francisco State University*
Google's success has taken both the Internet community and the world by surprise. The superiority of Google search results over the other major players' and its ability to think ahead several steps and anticipate new features is astounding. What are we all to make of this? Has Arthur C. Clarke's observation that any sufficiently advanced technology is indistinguishable from magic come to pass? More importantly, how should we, as educated, inquisitive, discriminating humans, approach the use of this technology for our education, entertainment, and profit? This session helps to understand some of the behind-the-scene workings of internet search engines and reflects on our own search needs and practices.

Beyond the Google Effect: The Web Has Changed — A305
4:15 p.m. – 5:00 p.m.

Geoffrey Bilder, *VP, Global Engineering and Development, Ingenta*
Many publishers have focused their worry on the rise of Google as a de facto gateway and arbiter of Web content, and consultants who purport to provide tools and advice on how to influence Google rankings are abundant. But Google is just a manifestation of a larger trend in the industry — one in which the pre-eminence of the "site" is being challenged by "services" — where content providers may ultimately lose control of their user interface and branding. This session discusses the rise of Weblogs (blogs), specialized clients for browsing syndicated content via RSS/RDF, and OAI feeds and how blogs may influence Google's and Amazon's traffic patterns, and what it means to info pros.

COFFEE BREAKS
SPONSORED BY DOLA

The *Directory of Library Automation Software, Systems, and Services (DOLA),* is newly expanded and updated for the 2004-2005 edition. With over 400 pages of information on library automation software, no wonder DOLA is recognized as the primary reference source for software packages used in automating libraries!

WEB TOOLS & PRACTICES
TRACK B
International Ballroom East

The tools available and the innovative ways information professionals are using them are very creative and inspiring. Listen to our experts and practitioners and come away with lots of ideas for your environment.

*Moderated by **Anne Marie Delvecchio**, LEXISNEXIS*

One Week to a Healthier, More Secure Network `B301`

10:30 a.m. – 11:15 a.m.

Christopher Jowaisas, *Manager, Network Deployment, &*
Marr Madden, *Network Design Technician, Bill & Melinda Gates Foundation*

What are the most common issues that cause disruptions on networks in libraries? Come learn the steps you can take to help your network (and your sanity), from exercises that system administrators can do in 5 days to improve the health and security of their networks to detailed action plans that even a one-person library can use to chart a week's activities and improve their network.

The Wild, Wild Web: Spam Wars `B302`

11:30 a.m. – 12:15 p.m.

Greg Notess, *Reference Librarian, Montana State University*

This session covers the difference between spam and harassment, "phishing" scams, the Nigerian spam scam, identity theft, and more. It provides strategies for controlling spam and for how librarians can help patrons/students if they feel they are being harassed, stalked or otherwise targeted online (scams, luring, identity theft).

Lunch Break — A Chance to Visit the Exhibits

12:15 p.m. – 1:45 p.m.

Technology: Remote User's Best Friend `B303`

1:45 p.m. – 2:30 p.m.

Tom Nielsen, *Information Research Supervisor, Hazen and Sawyer, PC*

If you serve users who are unable to visit your information center in person, you know how much they rely on technology to get the information they need. From phone and fax to Web sites and computer software, you need a host of technological know-how to adequately serve these users. In this case study, learn how one small, special library uses technology strategically to reach out and touch remote users, converting them into repeat customers. Strategic uses for a variety of technologies that impact communication with remote users are highlighted.

Coffee Break — A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

Tablet PCs at the Reference Desk `B304`

3:15 p.m. – 4:00 p.m.

David Bennett, *Systems Librarian;* **Donald M. Luisi**, *Public Services Librarian &* **Jackie Corinth**, *Robert Morris University Library*

Listen to a case study highlighting the use of a wireless Tablet PC at a library reference desk, presenting both the challenges and successes in implementing and using Tablet PCs to deliver reference services. Training and support issues from the perspective of a systems librarian (the technical aspects) and a public services librarian (program aspects) are also discussed.

PDAs in Libraries: The Whole World in Our Palms `B305`

4:15 p.m. – 5:00 p.m.

Megan Fox, *Web and Electronic Resources Librarian, Simmons College Libraries*

As more and more of our clients and staff members arrive at the library with their PDAs in hand, it is increasingly important for librarians to understand both the possibilities and the limits of this new technology. This presentation highlights the main differences between the many available devices, defines basic PDA terms such as sync and beam, and looks at the most common PDA applications, such as calendars and address books. It explores the wide variety of current PDA projects in library settings, as well as the challenges for the future. It looks at examples of PDA compatible Web content, PDA barcode attachments and inventory management, infrared connectivity systems, and even PDA interfaces for traditional database vendors, such as OVID and Westlaw.

CONTENT, CONTEXT & COMMUNITIES
TRACK C
Jefferson Room

Putting content into context for our communities through intranets and portals is a key function for information professionals. This track highlights the strategies, experiences, and lessons learned by an interesting group of info pros.

*Moderated by **Terrence Huwe**, University of California, Berkeley*

Designing the Next-Generation Intranet `C301`

10:30 a.m. – 11:15 a.m.

Brian Pomeroy, *Assistant Director, Web Technology, The Children's Hospital of Philadelphia (CHOP)*

In 2003, CHOP began a radical redesign of its employee intranet, reevaluating every aspect, from technology to information design to graphic layout. This presentation describes the steps taken in this process, as well as the lessons learned.

Opening Doors: Libraries and Portals `C302`

11:30 a.m. – 12:15 p.m.

Melissa Harvey, *Computer Science Librarian, Carnegie Mellon University*

Universities and other institutions are implementing portals that enable their communities to find information quickly and easily. The most effective portals have strong content management systems underlying the portal interface. Who are the most adept content managers? Librarians! Learn about portals and how librarians have been major players in the selection and roll-out of a portal at Carnegie Mellon University.

Lunch Break — A Chance to Visit the Exhibits

12:15 p.m. – 1:45 p.m.

Getting Pushy: Delivering Content to PDA Users `C303`

1:45 p.m. – 2:30 p.m.

Colleen Cuddy, *Systems Librarian, &*
Cynthia Vaughn, *Health Sciences Librarian, NYU School of Medicine*

The concept of push technology has been around since the late 1990s and has been refined to deliver content on demand to PDAs using products such as Avantgo. This presentation discusses how to find, collect, and catalog content for PDAs and how to develop your own content solutions. Technical guidelines for delivering the content to your users via infrared and wireless technologies are provided, along with ideas for training PDA users to implement the technologies. A case study of PDA content delivery using the Ehrman Medical Library's Clarinet infrared syncing ports and wireless network is highlighted.

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

The Future of the Library Web Site in the Corporate Intranet Environment: Hostile Takeover Bid or "Angel" Investor?
`C304`

3:15 p.m. – 4:00 p.m.

Christopher Connell, *Electronic & Technical Services Librarian, &* **Felicia Brady,** *Reference Librarian, Institute for Defense Analyses*

Many special libraries take pride in their "Web presence" within the corporate intranet setting. Through the years these libraries have dedicated staff and resources to build, maintain, and enhance their Web sites, yet may now find their unique presence challenged. This case study shares the experience of one special library as it negotiates the "merger and acquisition" process of divesting Web site ownership under a new climate of tighter corporate intranet control and will help special libraries adapt to change as other players within an organization re-invest in a corporate intranet makeover. Topics examined include retooling the intranet at the corporate level, where and how the library fits in, how taxonomy can work to the library's advantage, the displacement of purchased third-party databases and content, and more.

Libraries in the Wireless World
`C305`

4:15 p.m. – 5:00 p.m.

Dee Magnoni, *Chief Technology Officer, Olin College of Engineering*

What would happen to your library space if there were only a handful of computers? If users brought their own and wirelessly tapped into your network? Academic and corporate libraries, and even some public libraries, now have the opportunity to explore post-modern, post-wired library space. As the white noise disappears and the public spaces expand, librarians can go beyond computer considerations and ask how their community defines library space and how that definition can be expanded. This is not your grandmother's reading room, nor the computer age machine environment, but something a bit organic, a bit holistic, totally fulfilling. Using the Olin College Library as a case study, this session explores how library space may evolve over the next decade.

BEYOND THE WEB: ROLES & PERSPECTIVES TRACK D
International Ballroom West

E-resources, evolving technology, and incredible innovation have necessitated changes in our services and approaches. The profession, its roles, competencies, and opportunities continue to change. This is a day to put the innovation into context and examine the types of thinking and approaches needed by the information profession for continued success.

Moderated by **Donna Scheeder,** *Congressional Research Service, Library of Congress.*

Competition, Technology, and Planning: Preparing for Tomorrow's Library Environment
`D301`

10:30 a.m. – 11:15 a.m.

Eric Flower, *Librarian, University of Hawaii–West Oahu*

Models of business competition and technology can be applied to library planning in today's information economy, as well as to the media-rich networked computing environments coming to us all in the near future. Find out how the works of business competition theorists will combine with the technology of Moore's Law, Metcalfe's Law, and the Bandwidth Scaling Law to create a new information environment. Learn 10 competitive and technological questions librarians must ask — and answer — when planning for the future.

Accidental Systems Librarianship
`D302`

11:30 a.m. – 12:15 p.m.

Rachel Singer Gordon, *Author & Publisher of Lisjobs.com*

Although many systems librarians received little technology training during graduate school, we are nonetheless, by personality and background, uniquely suited to assume a systems role within our organizations. This session discusses the "accidental" nature (by assignment, gradual assumption of duties, or luck) of many systems positions and defines strategies for success. It takes the approach that anyone with a solid foundation in the practices and principles of librarianship and a willingness to confront changing technology can serve effectively in a library technology position—as librarians first and technologists second, with or without formal computer training.

Lunch Break — A Chance to Visit the Exhibits
12:15 p.m. – 1:45 p.m.

Barcoding Our Clients
`D303`

1:45 p.m. – 2:30 p.m.

Rebecca Jones, *Dysart & Jones Associates*

Thinking "outside of the box" and moving up the value chain are critical activities for today's information professionals. Hear about what we can and should learn from other industries and professions that can help us better understand our clients and develop key strategies for increasing our presence and our value in the daily lives and work of our constituents.

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

Marian Goes to Washington: A Political Primer for Librarians
`D304`

3:15 p.m. – 4:00 p.m.

Julie Still, *Reference Librarian, Rutgers University*

In the 2002 and 2000 election cycles, covering about 4 years, only 24 librarians made political contributions in excess of $200 to any one candidate, political party, or political organization, hardly a tour de force. In contrast, the political action committee for a large online vendor had receipts of $14,000 in 2000 and $52,000 in 2002. While not exactly in the same league with the NRA, this is nothing to sneeze at either. We are in the midst of widespread budget cuts and there is no end in sight. While librarians' salaries are not overly generous, there are ways of influencing policy without going broke. This session helps librarians understand how the political process works and how they can use it to increase the standing of libraries and the profession, covering such topics as how to make your skills useful to candidates, elected officials and their staff so they will have a better appreciation of what librarians and libraries do; how political campaigns work, how policy is made; and how librarians can play a role in the process.

Communication Between Techies and Non-Techies
`D305`

4:15 p.m. – 5:00 p.m.

David King, *IT/Web Project Manager, Kansas City Public Library*

Ever noticed that your co-workers' eyes start glazing over when you describe that custom XML app? Or, ever notice your network administrator's face start to turn red as you ask yet again for a "simple" explanation of why the Internet stopped working? This session covers the basics of how to jump communication hurdles between techies and non-technical staff. The problem is defined along with the steps to take, including what to do with jargon, how to handle training sessions, how to simplify describing a solution to non-technical staff, and how to describe technical problems and projects clearly. Gain some understanding of how techies and non-techies think and some strategies to improve communication in your work environment.

PRECONFERENCE WORKSHOPS — TUESDAY, MARCH 9

Searchers Academy `W1`

9:00 a.m. – 4:30 p.m.   **FULL DAY**

MODERATOR: *Mary Ellen Bates, Principal, Bates Information Service*
FACULTY: *Gary Price, Co-Author,* The Invisible Web, *Creator of ResourceShelf.com*
Chris Sherman, Co-Author, The Invisible Web, *& Associate Editor,* Search Engine Watch
Greg Notess, Creator of Search Engine Showdown
Mary Ellen Bates, Author, Super Searchers Cover the World *&* Super Searchers Do Business

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

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

Web Managers Academy `W2`

9:00 a.m. – 4:30 p.m.   **FULL DAY**

MODERATOR: *Darlene Fichter, Data Library Coordinator, University of Saskatchewan & President, Northern Lights Internet Solutions*
FACULTY: *Frank Cervone, Assistant University Librarian for Information Technology, Northwestern University*
Marcia Morante, KCurve, Inc.
Marshall Breeding, Library Technology Officer, Vanderbilt University
Jeff Wisniewski, Web Services Librarian, University of Pittsburgh

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

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

This information-packed full-day seminar hits the high points of strategic and practical milestones in the planning process for Web development. Learn about new and popular tools and technologies and examine Web architecture, design considerations, and usability. Look at the mechanics common to all Web sites, plus user testing, visual design, and cool new tools. Taught by experienced experts, this workshop is a good, 1-day crash course for Web development managers at all levels.

Tools for Successful Technology Planning `W3`

9:00 a.m. – 12:00 p.m.

Chris Jowaisas, Bill and Melinda Gates Foundation

Does it feel like technology makes the decisions in your library instead of you? Learn how you can gain control over technology through effective technology planning. This half-day workshop introduces the process of technology planning (based on Wired for the Future: Developing your Library Technology Plan) and online tools that are useful for assisting in the planning process. It includes planning exercises, demonstration of online tools, success stories, resources to help in implementing a technology plan and allows interactive sharing of challenges and solutions.

RSS/Blogging 101 `W4`

9:00 a.m. – 12:00 p.m.

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

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

How to Teach What Learners Want To Know `W5`

9:00 a.m. – 12:00 p.m.

Rita Vine, Workingfaster.com

Learn to create high impact, active learning experiences that meet your clients'/students' real needs, make you feel valued as an instructor, and bring them back for more. If you are faced with the prospect of teaching your users research and searching skills, this course is for you. In this half-day workshop you'll learn a simple and easy-to-implement method to assess your learners needs quickly, and how to save time designing and developing a program that they will find truly valuable. The course provides tips and tricks for setting up and teaching in an online classroom, presentation skills, and how to keep everyone on the "same page" in a wired classroom. What you'll learn:

- How to figure out what users need and want to learn—FAST
- How to design good training activities
- How to grasp and practice presentation skills that can help maintain a class's attention and focus on the task at hand.
- The basics of presentation technology, computer projection devices, training room design and setup, and skills for troubleshooting online classroom problems

Beyond Google: Why You Need to Know About Other Search Engines `W6`

9:00 a.m. – 12:00 p.m.

Randolph Hock, Online Strategies

For many search engine users, Google may seem to have "cornered the market." However, for professionals who do more than just casual research, the other search engines cannot be forgotten. Knowing what they can do and how to use them effectively is essential. This workshop covers the features and contents of "other" search engines and highlights key tips for using them. The workshop covers: the degree to which other engines may uncover things Google does not, the different "document types" covered by other engines, special databases available through those engines, and special search techniques that are available in other engines but not in Google. The possible

PRECONFERENCE WORKSHOPS — TUESDAY, MARCH 9

role of metasearch engines and country-specific search engines is also explored. If finding the best answer to your questions is important to you, this workshop is what you need.

Techstorm: Technology Brainstorm `W7`

1:30 p.m. – 4:30 p.m.

Stephen Abram, *President, Canadian Library Association*

This interactive workshop presents short sketches of key future technologies as well as facilitated discussion about each technology and it's potential impact on libraries and information center operations. It focuses on a technology brainstorm and considers such questions as: What are the new technologies currently available or on the horizon? Where do we look for new technologies and how do we narrow our options and consider only those that might be applicable to our services? How do we apply these technologies in library and information settings?

It also looks at applying technology and the following questions: What technologies are right for our library? How do we apply these technologies and when will they be ready for our operation? What new services could be based on these new technological opportunities and, conversely, what improvements can we make to current services?

Current Awareness Delivery Options `W8`

1:30 p.m. – 4:30 p.m.

Gary Price, *Co-Author,* The Invisible Web, *Creator of Resourceshelf.com*
Genie Tyburski, *Web Manager, The Virtual Chase, Ballard Spahr Andrews & Ingersoll, LLP*

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

Make Learning Stick: Creating 5 Star User Centered Training & Instruction `W9`

1:30 p.m. – 4:30 p.m.

Michael Stephens, *Librarian & Technology Trainer, St. Joseph Public Library & Blogger for Tame the Web*
D. Scott Brandt, *Professor & Technology Training Librarian, Purdue University & columnist for* Computers in Libraries

This update of the poplar "Teaching the Internet in 60 Minutes", is taught by a dynamic duo representing both academic and public library backgrounds. It uses a building block approach emphasizing: three methods to analyze and define user needs, a "sure fire" test to ensure measurable outcomes & objectives, simplified task analysis for breaking learning down into steps, a toolbox of strategies to make learning fun and interesting, and two approaches to demonstrate and reinforce learning. All examples used in the workshop come from successful Internet-related modules taught in both academic and public library settings. With theory made practical, demonstrations of real-world training and instruction, and in-class practice using these techniques, this workshop is not for the weak of heart—it's energetic, fast-paced and highly interactive!

Usability Guidelines for Organizing Web Site Content `W10`

1:30 p.m. – 4:30 p.m.

Marcia Morante, *KCurve Inc.*

Organizing and labeling the content on your Web site can be a perplexing challenge. What groupings make sense? What naming rules should be followed? Should I put the piece on Investor Relations with the legal docs or in Corporate Communications? Maybe it should it be in both places or maybe it should be left out. The answers to these questions and many more lie in one basic rule. Organize and label the content on your site so that it reflects your users' needs. Make it clear and easy to use, and don't make anyone think too much about where to go or what to do next. The best (and most usable) navigation schemes efficiently guide users to exactly the content they need or the action that they need to take. If content organization and labeling is not done with user needs in mind, both content "findability" and site usability will suffer. This workshop discusses usable content organization and shows how to achieve it. The workshop combines lecture, guided discussion of live Web site examples, and one hands-on exercise in content organization.

POSTCONFERENCE WORKSHOPS — SATURDAY, MARCH 13

Intranet Academy `W11`

9:00 a.m. – 4:30 p.m.   **FULL DAY**

MODERATOR:
Mary Lee Kennedy, *Director, Knowledge Network, Microsoft*

FACULTY:
Darlene Fichter, *Data Librarian, University of Saskatchewan Libraries*
Marcia Morante, *KCurve Inc.*
Eric Hards, *Web Program Manager, Lockheed Martin Systems Integration*

Whether you're an intranet professional just starting out or one who is already delivering products and services on the intranet, this experience-packed day provides an excellent opportunity to further your knowledge about how to meet your clients' needs for information on the intranet. Learn about the current thinking and developments that make a difference in information and knowledge transfer in your organization and speak with expert practitioners and colleagues. The Intranet Academy covers:

• Intranets and portals as instruments of information and knowledge exchange

• Designing the ultimate end-users experience

• Intranet and portal technologies – what's hot and what's not

• Organizing & managing content for best results

• People, portals, and intranets: expectations and realities

Professional Web Authoring XHTML & CSS `W12`

9:00 a.m. – 12:00 p.m.

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

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

POSTCONFERENCE WORKSHOPS — SATURDAY, MARCH 13

Online Job Hunting and Staffing for Information Professionals
W13

9:00 a.m. – 12:00 p.m.

Rachel Singer Gordon, Librarian, Franklin Park Public Library; Founder and Webmaster, Lisjobs.com; and Publisher of Info Career Trends

Learn how to use online tools and techniques to search for jobs, to search for staff, to maintain your electronic resume, and market yourself and your staff as 21st-century information professionals. In today's economic climate, it is more important than ever that information professionals know how to take advantage of all the job-hunting tools at their disposal. This workshop covers how to:

- Use online tools and techniques to search for jobs and/or staff
- Create and maintain various electronic versions of resumes and learn what to look for in resumes
- Define and establish an online presence that will attract potential employers or market your skills to others

Meaningful Measures in Libraries: Defining & Doing
W14

9:00 a.m. – 12:00 p.m.

Rebecca Jones, Dysart & Jones Associates
Susan E. Whitehead, Associate Director, Competitive & Technical Information (CTI), Genzyme Corp.

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

New Web Standards
W15

9:00 a.m. – 12:00 p.m.

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

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

Practical XML & XSLT
W16

1:30 p.m. – 4:30 p.m.

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

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

Targeting Funds and Resources for Nonprofits Online: Internet Resources for Nonprofits
W17

1:30 p.m. – 4:30 p.m.

Jack L. Smith, Director, The Smith Group

Millions of dollars are available in grants to nonprofits, but how do you find them and identify the organizations most likely to be interested in your proposal? Information and technical assistance is increasingly available online to assist in the management and development of nonprofit organizations. Your ability to search effectively and operate on the cutting edge of internet grant and nonprofit resources can pay off in time and effort saved while supporting more successful grants and better managed nonprofits. Learn about key strategies and techniques as well as leading edge online resources from our expert in the field.

Evaluating Your Library's Cyber-Security
W18

1:30 p.m. – 4:30 p.m.

David Ives, CITO, NELINET, Inc.

Hacking your own library may be the best thing that you can do in terms of your internal and external electronic security. It can be very difficult to plug a number of security holes unless you know that they exist. This workshop emphasizes "non-intrusive" hacking; i.e., finding out information about your library's electronic security without changing or inhibiting your library's operations or data. The emphasis is on security evaluation using local and remote tools, intrusion and detection methods and techniques, awareness of the underlying principles of the TCP and UDP protocols, what kinds of information can be obtained from unprotected computers and networks, and the techniques for blocking the most common security holes and problems. Participants receive a CD containing a number of useful tools and documents.

Next Generation Library Web Sites
W19

1:30 p.m. – 4:30 p.m.

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

You've done usability testing, you've done some redesign, but you still need to make your site more responsive to your patron's needs. Come to this workshop to learn about the latest trends and techniques to create more "patron-friendly" Web sites. When you leave this workshop you'll understand what federated searching is, how to enable "boutique content" and packaging content at the individual level, as well as learn about the latest in good design and usability.

PRESENTATION LINKS

Get access to many of the PowerPoint presentations and Web sites used in conjunction with the Computers in Libraries 2004 general sessions! Links will be posted on the Computers in Libraries 2004 Web site (www.infotoday.com/cil2004/presentations) three to four weeks after the conference.

Listen and learn at a series of free cybertours and information sessions for all Computers in Libraries 2004 Exhibit Hall visitors. Taking place at the CyberCorner in the Exhibit Hall, these cybertours cover a range of topics & subject areas. They are open to all and add value to your visit. Space is limited so it's first-come, first-served.

Join our Net savvy Web experts for a look at their favorite sites and topics! There is no need to register, simply pick the cybertour of interest to you and arrive at our CyberCorner within the CIL 2004 Exhibit Hall at the appropriate time.

WEDNESDAY

11:00 a.m. – 11:15 a.m.
Online Trends, *Mary Ellen Bates*

12:00 p.m. – 12:15 p.m.
What is RFID? *Chris Harris & Scott Hackstadt*

1:00 p.m. – 1:15 p.m.
Streaming Media: What, Why, How, *Gary Price*

2:00 p.m. – 2:15 p.m.
Favorite Google Tricks, *Chris Sherman*

3:00 p.m. – 3:15 p.m.
Stalking The Wild (Privately-held) Company, *Mary Ellen Bates*

4:00 p.m. – 4:15 p.m.
Making Your Website Usable, *Frank Cervone*

THURSDAY

11:00 a.m. – 11:15 a.m.
eBooks Creating Virtual Resource Centers, *Mary Mercatante & Bonnie Hawkwood*

12:00 p.m. – 12:15 p.m.
Elections '04, *Donna Scheeder*

1:00 p.m. – 1:15 p.m.
Five Easy Tricks for Extreme Searchers, *Ran Hock*

2:00 p.m. – 2:15 p.m.
International Business Statistics, *Tim Walker*

3:00 p.m. – 3:15 p.m.
Search Engine Toolbar Cybertour, *Stephen Abram*

4:00 p.m. – 4:15 p.m.
Blogging Basics, *Darlene Fichter*

FRIDAY

11:00 a.m. – 11:15 a.m.
Using Weblogs to Jump Start Your Career, *Steve Cohen*

12:00 p.m. – 12:15 p.m.
Essential Power Searching Tools, *Chris Sherman*

1:00 p.m. – 1:15 p.m.
Hot Off the Presses, a News Cybertour, *Ran Hock*

2:00 p.m. – 2:15 p.m.
Visual Interfaces, *Stephen Abram*

WEDNESDAY, MARCH 10

Online Trends
11:00 a.m. – 11:15 a.m.

What's happening in the online world? What should we be studying, thinking about and using? **Mary Ellen Bates,** industry expert and author of *Super Searchers Do Business* & *Super Searchers Cover the World* shares her opinions in this conference nugget session. Hear what an expert searcher and writer has to say about trends in the online world.

What is RFID?
12:00 p.m. – 12:15 p.m.

This cybertour provides definitions, descriptions of uses in libraries, and examples of the benefits of this new technology known as Radio Frequency Identification. **Chris Harris,** Director of Sales & Marketing, & **Scott Hackstadt,** Director of Technology, Vernon Library Supplies discuss the use RFID in circulation, security and inventory.

Streaming Media: What, Why, How
1:00 p.m. – 1:15 p.m.

This session introduces the key concepts about streaming media – what streaming media is, why it is important to librarians, and the basics of how streaming media is being used today in library applications. **Gary Price,** Publisher, Resourceshelf.com, provides an excellent overview of this topic.

Favorite Google Tricks
2:00 p.m. – 2:15 p.m.

Need some new tricks to keep ahead of your clients? Google can do a lot more than point you to Web pages, if you know how to use it. Join **Chris Sherman,** Search Engine Watch, as he shares his favorite Google tips for coaxing the most out of the world's most popular search engine.

Stalking The Wild (Privately-held) Company
3:00 p.m. – 3:15 p.m.

Finding information on publicly-held companies has become fairly straightforward, but how do you get the straight dope on private companies? **Mary Ellen Bates,** Bates Information Services & author of *Super Searchers Do Business,* takes you on a whirlwind tour of the best sources and techniques for tracking down information on the elusive privately-held companies.

Making Your Web Site Usable
4:00 p.m. – 4:15 p.m.

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. **Frank Cervone,** Assistant University Librarian for Information Technology, Northwestern University fills this session with tips you'll want to try in your own environment.

CYBERTOURS

eBooks Creating Customized Virtual Resource Centers

11:00 a.m. – 11:15 a.m

This cybertour, by **Mary Mercatante,** VP & **Bonnie Hawkwood,** Product Manager, Thomson Gale, highlights several case studies of libraries integrating ebooks into their resource offerings, using them to develop collections, or virtual reference libraries.

Elections '04 Cybertour

12:00 p.m. – 12:15 p.m.

Need to track the U.S. presidential and congressional elections? Need to answer questions about who's running in which primaries, who's ahead in the race for convention delegates, and who is ahead in the polls? Whether you need to be an instant expert or are just a political junkie at heart, **Donna Scheeder,** Congressional Research Service, Library of Congress takes you to the best sites for staying current on events in the present cycle and the history of elections past.

Five Easy Tricks for Extreme Searchers

1:00 p.m. – 1:15 p.m.

Ran Hock, Online Strategies & author of *The Extreme Searcher's Guide to Web Search Engines* reveals his secrets in this cybertour. As an expert searcher, he looks at five quick and easy techniques that all serious searchers should know about and profit from.

Researching International Business Statistics on the Web

2:00 p.m. – 2:15 p.m.

Country statistics are increasingly available on the Web, published by official organizations such as IMF and World Bank, and government sites such as national statistical offices. In this cybertour, **Tim Walker,** Sales Manager, Euromonitor International shares Euromonitor's 30 years of experience researching this type of information by demonstrating the best sources to consult, both free and paid, with key considerations of quality – i.e. accuracy and reliability of statistics.

Search Engine Toolbar Cybertour

3:00 p.m. – 3:15 p.m.

Every search engine now seems to have a toolbar that supposedly makes it easier to use. Are toolbars still cool? Are they worth the browser screen space? What are the benefits of plugging in a search toolbar to your browser? Many already use Google's toolbar and maybe you've upgraded to the new version. Are there better ones? Come see which ones this searcher, **Stephen Abram,** President-elect, Canadian Library Association, finds useful.

Blogging Basics

4:00 p.m. – 4:15 p.m.

So what is blogging? Why is it important to librarians and how can they use it in their work? Hear from **Darlene Fichter,** Data Librarian, University of Saskatchewan, an Internet pioneer, and a blogging expert.

Using Weblogs to Jump Start Your Career

11:00 a.m. – 11:15 a.m.

Increasing the distribution of library content to your users is a common use for Weblogs, but how can individual librarians use Weblogs to help their career at any point in their professional life? **Steven Cohen,** the creator of the Library Stuff Weblog discusses the methods for becoming a "blogger" writing for the library field, and how creating and writing a Weblog can increase your visibility and marketability with potential employers.

Essential Power Searching Tools

12:00 p.m. – 12:15 p.m.

Searching is more than just finding information—it's also about managing, storing and sharing what you find. Hear from **Chris Sherman,** Search Engine Watch, who monitors search engine tools on a daily basis, as he looks at some of the best tools that can help you with all of those activities.

Hot Off the Presses: Cybertour of News Sources

1:00 p.m. – 1:15 p.m.

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. Join, **Ran Hock,** Online Strategies & author of *The Extreme Searcher's Guide to Web Search Engines,* for this information packed cybertour!

Visual Interfaces

2:00 p.m. – 2:15 p.m.

What you see – is pretty good! Join this wild and whacky cybertour of the top visual interfaces for Web sites or OPACs. What do they do? Why are they cool? Do they increase information seeking behaviors? Do they provide more context for search result displays? Come and hear **Stephen Abram,** President-elect, Canadian Library Association, discuss what happens when you think beyond words.

EXHIBIT HOURS

Wednesday, March 12 . . . . 9:45 a.m. – 5:45 p.m.

Thursday, March 13 . . . . . . 9:45 a.m. – 5:45 p.m.

Friday, March 14 . . . . 9:45 a.m. – 3:00 p.m.

Information Today, Inc.

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Web site: www.infotoday.com

EXHIBITOR

The following is a list of exhibitors and a map of the Exhibit Hall at Computers in Libraries 2004. Nearly 50 of the industry's most important companies are exhibiting at the 2004 conference, giving attendees an extraordinary opportunity to sample the latest in library automation and technology.

EXHIBIT HOURS

Wednesday, March 10
9:45 a.m. – 5:45 p.m.
Reception 5:00 p.m.

Thursday, March 11
9:45 a.m. – 5:45 p.m.
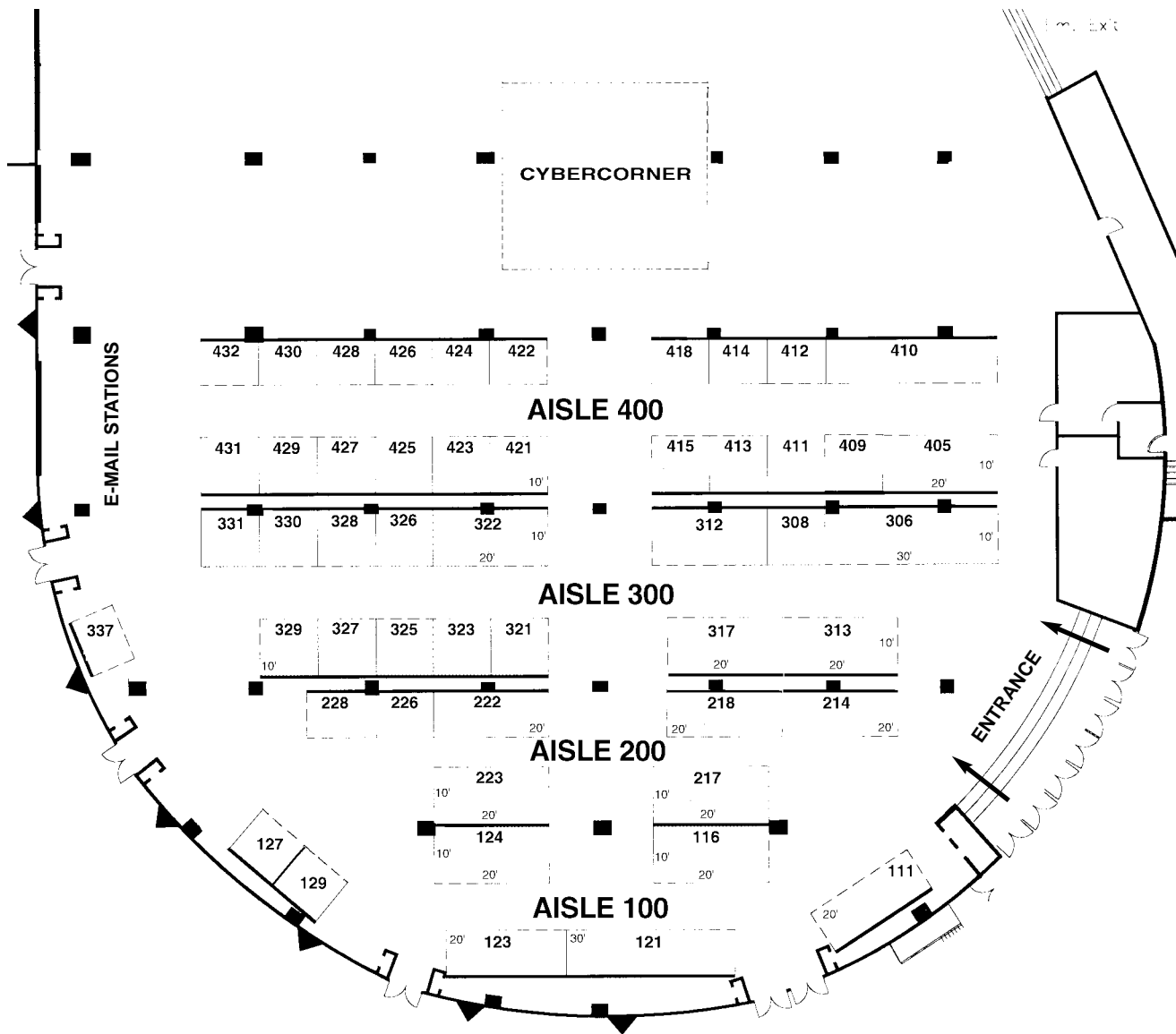*Reception 5:00 p.m.*

Friday, March 12
9:45 a.m. – 3:15 p.m.

Information Today, Inc.
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Phone: 609-654-6266 • Fax: 609-654-4309
E-mail: custserv@infotoday.com
Web site: www.infotoday.com

EXHIBITOR	BOOTH NO.
3M	306
3M Computer Filters	308
Action Computer Supplies	330
American Psychological Association	321
Bar Code Discount Warehouse	430
Basch Subscriptions & The Reference Shelf	427
Checkpoint Systems, Inc.	214
Comprise Technologies, Inc.	412
CSA	223
Cuadra Associates, Inc.	423
EBSCO Information Services	124
Elsevier	322
Endeavor Information Systems	426
EOS International	431
Ergotron, Inc.	413
Ex Libris (USA), Inc.	421
Fastcase, Inc.	414
Gale/Thomson	317
Gray Technologies	432
H.W. Wilson Company	228
IEEE	327
Information Today, Inc.	410
Innovative Interfaces	226
Leadership Directories, Inc.	326
National Micrographics Systems	123
Neal-Schuman Publishers	415
NewsBank, inc.	405
Northern Micrographics	325
OCLC	218
ProQuest Company	121
PTFS, Inc.	313
ReferenceUSA	116
RefWorks	223

CYBERCORNER

E-MAIL STATIONS

| 432 | 430 | 428 | 426 | 424 | 422 | | 418 | 414 | 412 | 410 |

AISLE 400

| 431 | 429 | 427 | 425 | 423 | 421 | | 415 | 413 | 411 | 409 | 405 |

| 331 | 330 | 328 | 326 | 322 | | 312 | 308 | 306 |

AISLE 300

| 329 | 327 | 325 | 323 | 321 | | 317 | 313 |

| 228 | 226 | 222 | | 218 | 214 |

AISLE 200

| 223 | | 217 |

| 124 | | 116 |

127 / 129

337

111

AISLE 100

| 123 | | 121 |

ENTRANCE

EXHIBITOR	BOOTH NO.	EXHIBITOR	BOOTH NO.
SAM™ from Comprise Technologies, Inc.	412	TechBooks	111
Serials Solutions, Inc.	418	The Library Corporation	222
Sirsi Corporation	329	Thomson ISI	328
Softlink America, Inc.	312	Thomson ISI ResearchSoft	328
Special Libraries Association	425	Value Line Publishing	409
Swets Information Services	217	Vernon Library Supplies	422
Sydney*PLUS* International	428	World Book, Inc.	323
TDNet, Inc.	424		