Internet
Librarian 2002

*The Internet Conference and Exhibition
for Librarians and Information Managers*

November 4-6, 2002
Palm Springs Convention Center
Palm Springs, California

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CONFERENCE OVERVIEW

NOTHIN' BUT 'NET @ Internet Librarian 2002

AIIP Preconference Reception

The Association of Independent Information Professionals (AIIP) and LexisNexis invite you to attend a Preconference Reception on the Pool Deck of the Wyndham Hotel from 6:00 p.m. – 8:00 p.m. on Sunday, November 3, 2002. LexisNexis, the global leader in legal, news and business information services, will be giving a special flyer to attendees, offering a free two-week trial of the LexisNexis Company Dossier service, which provides access to robust dossiers on over 5.7 million public, private and international companies.

Grand Opening Reception

Information Today invites all attendees and exhibitors to the opening of the Internet Librarian 2002 exhibition celebrated with a networking reception on Monday evening from 5:00 p.m. – 7:00 p.m. Join us in a relaxed atmosphere to renew acquaintances and meet new colleagues.

AIIP Technology Award

Information Today, Inc. is pleased to announce that the Association of Independent Information Professionals (AIIP) will present the fourth annual AIIP Technology Award during the Tuesday morning keynote session of Internet Librarian 2002. The award recognizes innovative products that enhance the working environment of the independent information professional.

Tape Cassettes

All sessions are being taped and are for sale at the conference. Visit the Audio Transcripts table located in the registration area for more information.

Speaker's and Press Room

Palm B will be available Monday through Wednesday for speakers to help them prepare for their presentations, and for members of the press.

Presentation Links

Get access to many of the PowerPoint presentations and Web sites used in conjunction with the Internet Librarian 2002 general sessions! Links will be posted on the Internet Librarian Web site (www.infotoday.com/il2002/presentations) approximately four weeks after the conference.

Coffee Breaks

Complimentary coffee will be available in the Exhibit Hall Tuesday and Wednesday mornings at 9:45 a.m. and in the afternoons at 2:30 p.m.

Coffee and Danish Hour

Coffee and danish are provided for attendees Monday, Tuesday, and Wednesday mornings from 8:00 a.m. – 9:00 a.m.

Ice Cream Break

Please join us in the Exhibit Hall on Tuesday from 1:00 p.m. – 1:45 p.m. for ice cream.

E-mail Stations

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

Cybertours & Drive Thrus

Free 15 minute presentations covering a wide range of topics for Exhibit Hall visitors will be held on Tuesday and Wednesday in the Presentation Theatre in the Exhibit Hall.

Tuesday Evening Session

On Tuesday, November 5th from 7:30 p.m. – 9:00 p.m., Reva Basch will be hosting a panel of lively and opinionated super searcher experts as they share their favorite research tips, stories, and tactics.

Association Sponsor

Information Today, Inc. would like to thank The Association of Independent Information Professionals (AIIP) for their support of Internet Librarian 2002.

Dine Arounds

Wonderful food and dining expeditions to the superb restaurants of the Palm Springs area are planned. So join your colleagues for an evening of terrific conversation, great food and lots of fun you won't soon forget! Check the boards in the registration area to sign up for the excursion of your choice!

Author Book Signing

Stop by to meet some of the industry's top authors on Tuesday, November 5th from 2:30 p.m. – 3:15 p.m. at the Information Today, Inc. booth.

Internet Librarian 2002

We are pleased to present the sixth annual Internet Librarian conference and exhibition—the ONLY conference designed for information professionals who are using, developing, and embracing 'Net & Web-based strategies in their roles as information searchers, guides, Webmasters and Web managers, content evaluators and organizers, product developers, and more. As the premier tools for information managers and librarians, 'Net technologies are the focus of this conference. It provides an active forum for our excellent speakers to explore the exciting range of issues and challenges facing information professionals today as well as an opportunity for you to network with other leading-edge Internet librarians.

Program Chair

Jane I. Dysart, *Dysart & Jones Associates*

Organizing/Review Committee

Stephen Abram, *Micromedia ProQuest*
D. Scott Brandt, *Purdue University Libraries*
Darlene Fichter, *University of Saskatchewan*
Richard Geiger, *San Francisco Chronicle*
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Barbara Quint, *Editor, Searcher*
Marydee Ojala, *Editor, ONLINE*
Ferdi Serim, *Editor, MultiMedia Schools*

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Internet Librarian 2002 Conference At A Glance

PRECONFERENCE WORKSHOPS—SUNDAY, NOVEMBER 3

Time						
9:00 a.m. – 12:00 p.m.	**W1:** Searchers Academy	**W2:** Web Managers Academy	**W3:** Digital Library Collections & Services	**W4:** Info Architecture & Content Mgmt	**W5:** Improving the Business Value of Your Intranet	**W6:** Information Audit
1:30 p.m. – 4:30 p.m.	W1 continued	W2 continued	**W7:** Virtual Reference 101	**W8:** Info Architecture from Mental Models	**W9:** Info Portals & Content Mgmt	**W10:** Teaching Web Searching

POSTCONFERENCE WORKSHOPS—THURSDAY, NOVEMBER 7

Time						
9:00 a.m. – 12:00 p.m.	**W11:** Getting Down to Business	**W12:** Working with Adult Learners	**W13:** Writing for the Wired World	**W14:** Evaluating Search Engines	**W15:** Current Awareness Strategies, Techniques & Tools	**W16:** Security for Life in a Dangerous World
1:30 p.m. – 4:30 p.m.	**W17:** Web Research Buffet	**W18:** Teaching Technology, Inside & Out	**W19:** Web Redesigns	**W20:** Information Shifting	**W21:** Communicating the Value of Info Services	**W22:** Portal Taxonomies

INTERNET@SCHOOLS 2002

SUNDAY, NOVEMBER 3	STRATEGIES & APPLICATIONS — Mojave Learning Center	MONDAY, NOVEMBER 4	TOOLS & TECHNIQUES — Mojave Learning Center
8:15 a.m. – 8:45 a.m.	**Early Bird:** Correlating Library Resources	8:15 a.m. – 8:45 a.m.	**Early Bird:** Advisory Service on Education Legislation
9:00 a.m. – 9:45 a.m.	**S101:** Making the Internet Sing Your School's Tune	10:30 a.m. – 11:15 a.m.	**S201:** Ready or Not? Info Competencies for the College Bound
10:00 a.m. – 10:45 a.m	**S102:** Tools for Continuous Improvement	11:30 a.m. – 12:15 p.m.	**S202:** Meeting the Challenge Using HyperStudio and the Big6
11:15 a.m. – 12:00 p.m.	**S103:** Building Student-Centered Library Web Sites—With Students	1:45 p.m. – 2:30 p.m.	**S203:** Designing & Implementing an Online Library Skills Curriculum
1:30 p.m. – 2:15 p.m.	**S104:** The Internet in Juvenile Fiction	3:15 p.m. – 4:00 p.m.	**S204:** Web-Based Project Pages
2:30 p.m. – 4:30 p.m.	**S105 & S106:** Big6—Technology Skills & Strategies	4:15 p.m. – 5:00 p.m.	**S205:** Getting the Most Out of Subscription Databases

GENERAL CONFERENCE—MONDAY, NOVEMBER 4

9:00 a.m. – 10:00 a.m. **OPENING KEYNOTE:** Cybercrimes & Safety Strategies for Internet Librarians, Jayne Hitchcock, Author of Net Crimes & Misdemeanors

Time	TRACK A — Oasis 4 SEARCHERS & SEARCH STRATEGIES	TRACK B — Pasadena/Sierra INTRANETS & PORTALS	TRACK C — Springs Theater DRM: PROMISE, THREAT, OR TOOL FOR LIBRARIES?	TRACK D — Catalina/Madera WEB DESIGN & DEVELOPMENT
10:30 a.m. – 11:15 a.m.	**A101:** Super Searchers Versus the Net: Delusions of Adequacy	**B101:** Intranet Strategy & Architecture	**C101:** DRM Technologies & Licensing Tools for Libraries	**D101:** Libraries & IT
11:30 a.m. – 12:15 p.m.	**A102:** What A Tangled Web We Weave	**B102:** The IA Divide: Issues Worth Fighting About	**C102:** DRM Technologies & Licensing Tools for Libraries (continued)	**D102:** Cool Tools for Library Web Sites
2:00 p.m. – 2:45 p.m.	**A103:** Advanced Research Strategies	**B103:** User-Centered Design	**C103:** Using DRM to Solve Library & Publisher Challenges	**D103:** Web Site Redesigns & New Designs
3:15 p.m. – 4:00 p.m.	**A104:** Weblogs: Information & Marketing Tools	**B104:** Content Personalization Strategies	**C104:** Regulating DRM & What It Means to Libraries	**D104:** Writing for the Web
4:15 p.m. – 5:00 p.m.	**A105:** Power Searching with Google	**B105:** Intranets on a Shoestring	**C105:** Regulating DRM & What It Means to Libraries (continued)	**D105:** Webmasters Roundtable: Tools, Standards & Usability

GENERAL CONFERENCE—TUESDAY, NOVEMBER 5

9:00 a.m. – 9:45 a.m. *Oasis 4* **KEYNOTE**: Digital Information: Real-Time, Immersive, & Intelligent, Jack Powers, Director, IN3.ORG, The International Informatics Institute

Time	TRACK A *Oasis 4* **VIRTUAL SERVICES**	TRACK B *Catalina/Madera* **KNOWLEDGE-SHARING APPLICATIONS**	TRACK C *Springs Theater* **E-LEARNING & TRAINING**	TRACK D *Pasadena/Sierra* **WIRELESS WEB WORLD**
10:30 a.m. – 11:15 a.m.	**A201:** Virtual Services	**B201:** Partnerships for KM Success	**C201:** Technology Skills for Virtual Librarians	**D201:** The Wacky World of Gadgets
11:30 a.m. – 12:15 p.m.	**A202:** Serving the Virtual Client	**B202:** Blogging for Knowledge Exchange	**C202:** Partnering for Information Literacy	**D202:** Devices Duel: What's Ahead for Nomadic Computing?
1:45 p.m. – 2:30 p.m.	**A203:** Collaborations in Virtual Reference	**B203:** Personalizing the User Experience on the Intranet	**C203:** Applications for Learning: Methods & Outcomes	**D203:** PDAs & the Library
3:15 p.m. – 4:00 p.m.	**A204:** A Day in the Life of a Virtual Librarian	**B204:** Techniques for Capturing & Sharing Ideas	**C204:** Learning in Various Contexts	**D204:** Wireless Strategies
4:15 p.m. – 5:00 p.m.	**A205:** Usability Requirements for Virtual Services	**B205:** Broken Promises: Why Many Intranets Fail	**C205:** Secrets of the Adult Learnerhood	**D205:** Space Planning for Wireless

7:30 p.m. – 9:00 p.m. *Catalina/Madera* **TUESDAY EVENING SESSION**: Super Searcher Stories: Tips & Techniques

GENERAL CONFERENCE—WEDNESDAY, NOVEMBER 6

9:00 a.m. – 9:45 a.m. *Oasis 4* **KEYNOTE**: Evolving Internet Technologies: Search Engines, Danny Sullivan, Calafia Consulting, & Creator of Search Engine Watch

Time	TRACK A *Oasis 4* **SEARCH ENGINES**	TRACK B *Catalina/Madera* **FUTURE FOCUS**	TRACK C *Pasadena/Sierra* **E-RESOURCES**	TRACK D *Springs Theater* **WEB OPERATIONS & OPPORTUNITIES**
10:30 a.m. – 11:15 a.m.	**A301:** Search Engine Snake Oil	**B301:** Where Will Wireless Take Us?	**C301:** Building a Digital Archive	**D301:** Disaster Preparation & Response in a Changing World
11:30 a.m. – 12:15 p.m.	**A302:** Search Engine Torture Test	**B302:** Keeping the Corporate Librarian in the Loop	**C302:** E-Books & the 21st Century Cybrary Model	**D302:** Planning for Side Effects
1:45 p.m. – 2:30 p.m.	**A303:** Search Engine Issues	**B303:** Future Packaging: Customized Info Wrapping	**C303:** The Journal Stop: A Complete Serials Information System	**D303:** Controlling the Public-Access Computers in Your Library
3:15 p.m. – 4:00 p.m.	**A304:** Start Your Engines!	**B304:** My Board is Unloving and Uncommunicative	**C304:** Corporate Copyright Conundrum	**D304:** Climbing the Info Supply Chain
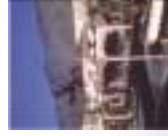
EXHIBIT HOURS

Monday, November 4 . . . . . 5:00 p.m. – 7:00 p.m. . . . . .Grand Opening Reception

Tuesday, November 5 . . . . . 9:45 a.m. – 5:00 p.m.

Wednesday, November 6 . . 9:45 a.m. – 3:30 p.m.

Internet@Schools: Strategies & Applications

Key strategies for success and real-world applications are discussed throughout this day of programs. From 21st-century survival skills for media specialists, to building and maintaining virtual school libraries, and technology and skills development, this track offers many ideas, tips, and strategies to take back to your library or media center.

Correlating Library Resources to Support Curriculum and Assessment Standards　　　Early Bird Session

8:15 a.m. - 8:45 a.m.

Dan Leone, President, Greenhaven Press

Join Dan Leone, President of Greenhaven Press, for a special "early bird" session to kick off the conference. Leone will discuss the No Child Left Behind legislation and its impact on K-12 education. Learn how schools and libraries across the country are correlating their programs to state curriculums in an effort to meet assessment standards and qualify for this significant new source of federal funding. This session will be informal, inviting participants to share their school or district's curriculum correlation strategies. Greenhaven Press was acquired by Gale Group in 2000 and now includes Greenhaven, Lucent, KidHaven, and Blackbirch imprints.

Making the Internet Sing Your School's Tune: A Quick, Easy, and Inexpensive Blueprint　　　S101

9:00 a.m. – 9:45 a.m.

Linda J. Lindsay, School Librarian, Seabury Hall

Does your school library's Web site look and act like AnySchoolLibraryUSA? Or, are visions of large expenditures holding you back at the starting block? Learn strategies to build and maintain a virtual school library that adds value to your school's academic program as well as reflects your library's unique qualities—with a minimal outlay of money and time. All you need is access to a server and you're ready! Learn design tips for customizing your site, ideas for collaboration with teachers and for using your Web site as a classroom tool, and shortcuts to selecting the best Internet resources.

The Incredible Journey: Tools for Continuous Improvement　　　S102

10:00 a.m. – 10:45 a.m.

Priscilla Kimery, Director, Research Assessment, Evaluation & Karen McKenzie-Wilson, Assessment Coordinator, Plano Independent School District

Teamwork, goals, data, united leadership, and celebration of successes can send school districts on an "incredible journey" of improving student performance. But how can mere words be transformed into concrete and successful actions that result in continuous improvement? This session presents methods and tools for positively affecting student achievement. It includes the use of assessment data and program evaluation results, areas that may be new to school library and media specialists, but which are key to their evolving role as "information hubs" in their schools.

Coffee Break

10:45 a.m. – 11:15 a.m.

Building Student-Centered Library Web Sites—With Students　　　S103

11:15 a.m. – 12:00 p.m.

Scott Perloff, Assistant Director, Education Technology, & Taylor Harris, Librarian, Milken Community High School

Learn how the use of a student-centered, library Web site can create powerful learning opportunities. Education Technology at Milken Community High School focuses on the students as both learners and teachers. Through the guidance of the nationally recognized Generation Yes program, students are encouraged to work as technology mentors to faculty and staff. One example of this strong model of teaching and learning has been the teaming of Gen Y students and library staff dedicated to the creation of a vital school library Web site. This "student resource" is by far the most used area of the school's Web site. Hear about the school's successes, challenges, and lessons learned.

Internet@Schools Attendee Luncheon

12:00 p.m. – 1:30 p.m.

From Nancy Drew to Internet Detectives and Madison Finn: The Internet in Juvenile Fiction　　　S104

1:30 p.m. – 2:15 p.m.

Jean Reese, Associate Director, Education Library, Vanderbilt University

Technology, whether in the form of computers, the Internet, or World Wide Web, is commonplace in our lives today. And, kids are right up there at the top of the "surfing the Web" list of enthusiasts. It was only a matter of time before "cyberspace" became part of the plots of children's fiction. This session explores some Internet fiction books for today's "cyberkids" and how children's authors have incorporated the Internet into their titles. How is the Internet represented? How are kids who use the Internet portrayed? How might we use these books to teach about cyberspace? Join Jean Reese who shares her answers to these questions as well as her strategies.

Big6—Technology Skills & Strategies　　　S105

2:30 p.m. – 3:15 p.m.

Robert E. Berkowitz, School Library Media Specialist, Wayne Central School District, Ontario Center

This session shares proven strategies for ensuring that library media specialists are key partners in the excellence of education within their communities. It discusses Big6, the most widely known and used approach to teaching information and technology skills in the world. The information problem-solving model is applicable whenever people need and use information. It integrates information search and use skills along with technology in a systematic process to find, use, apply, and evaluate information to specific needs and tasks. Learn more about the approach and how you can use it in your school.

Coffee Break

3:15 p.m. – 3:45 p.m.

Big6—Technology Skills & Strategies
(continued)　　　S106

3:45 p.m. – 4:30 p.m.

*Organized and moderated by **Ferdi Serim**, Editor, MultiMedia Schools, and **Susan Geiger**, Librarian, Moreau Catholic High School.*

Sponsored by

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NCS Learn ™
An NCS Pearson Business

This conference within a conference brings together a series of programs designed to address the practical concerns of librarians and school media specialists who are using the Internet to improve learning in the K-12 system. This 2-day event requires separate registration and may be bundled with registration for Internet Librarian 2002 at a reduced rate.

MONDAY, NOVEMBER 4   Mojave Learning Center   *Coffee & Danish — 7:30 a.m. – 8:15 a.m.*

Internet@Schools: Tools & Techniques

Information competencies and literacy are key to developing successful students and adults. This track provides solid tools and real-world examples of successful programs that develop these competencies. It also looks at other tools and techniques for addressing today's challenges—ROI for subscription databases, Web-based project pages, and specific technologies and processes for success.

Setting Up An Advisory Service on New Federal Education Legislation   `Early Bird Session`

8:15 a.m. - 8:45 a.m.

Merna Smith, *Senior Industry Research Manager, NCS Learn*

This presentation will summarize key issues of the No Child Left Behind Act and its impact on U.S. schools, provide strategies for dealing with new requirements, and cover useful online information sources. It will also present a model database for tracking federal and other funding programs and provide strategies for developing an advisory service within the media center.

Ready or Not? Information Competencies for the College Bound   `S201`

10:30 a.m. – 11:15 a.m.

Susan Geiger, *Librarian, Moreau Catholic High School*
Karen Guma, *Librarian, Bishop O'Dowd High School*
Kristin Ramsdell, *Library Instruction Coordinator, California State University Hayward*

Are we equipping our students with the competencies they need to succeed? This panel of high school librarians and their college counterparts explores the shared responsibility and challenges of addressing standards for information literacy. Recognizing the need to articulate and collaborate on information-literacy curriculum, the panelists also address issues of instructional methods and assessment as the vision of a continuum of skills as expressed within the AASL/AECT and ACRL standards begins to form.

Meeting the Challenge Using HyperStudio and the Big6 to Teach Information-Literacy Skills   `S202`

11:30 a.m. – 12:15 p.m.

Maribeth Moore, *Library Media Specialist, Jefferson County Public Schools*
Cathy Watson-Pittman, *Internet Cataloger*
Susan Kaelin, *Library Media Specialist*
Karen Parsons, *Library Media Specialist*

School library media specialists tend to view the Big6 as a process to be taught to students. While aware that we use a process to solve our own information problems, sometimes it is only in retrospect that we realize we have been applying those same principles we have so diligently sought to teach our students. Such was the case when Jefferson County, Kentucky's Director of Library Media Services challenged four librarians to work on a project to develop Internet-accessible information-literacy skill lessons using HyperStudio. Learn how they, and you, can follow the Big6 process to develop or modify information-literacy skill lessons using HyperStudio.

Lunch Break

12:15 p.m. – 1:45 p.m.

Designing and Implementing an Online Library Skills Curriculum   `S203`

1:45 p.m. – 2:30 p.m.

Jan Ross, *Library Media Specialist, Dixie Elementary Magnet School*

This session is a demonstration of an online library skills curriculum. It explains how and why the curriculum was created, how it is modified and changed based on new ideas and new technology, and makes suggestions about how other librarians can create their own curriculums. Ross illustrates this concept with a series of lesson plans, Web sites, and worksheets that correlates with the lesson, as well as other Web sites librarians may find helpful.

Networking Break

2:30 p.m. – 3:15 p.m.

Web-Based Project Pages   `S204`

3:15 p.m. – 4:00 p.m.

Diane Spears, *Head Librarian &* **Mike Terry**, *Webmaster, Greenhill School*

This session looks at how Greenhill School has transformed traditional pathfinder projects into online library projects. The speakers will talk about how this initiative impacts collaboration, organization, time management, on-demand access, and the reinforcement of information-literacy skills.

Getting the Most Out of Subscription Databases   `S205`

4:15 p.m. – 5:00 p.m.

Billie King, *Head Librarian, Archbishop Mitty High School*

How do you make big returns on the big bucks you spend for subscription databases? If you've spent hundreds or thousands of dollars on subscription databases only to find few students use them, come to this session. It covers strategies for marketing that will increase the use of your subscription databases, discusses four groups of patrons the school librarian must sell to, shares strategies for promoting collaboration with teachers, and describes how to teach use of subscription databases to students.

GENERAL CONFERENCE—MONDAY, NOVEMBER 4

OPENING KEYNOTE
Oasis 4

Cybercrimes & Safety Strategies for Internet Librarians

9:00 a.m. – 10:00 a.m.

Jayne Hitchcock, Author, Net Crimes & Misdemeanors

Outmaneuvering online spammers, scammers, and stalkers is not on the top of the list for most Internet librarians, but it should be as we work with our clients in many different environments. This thought-provoking keynote alerts us to the dangers and suggests some key strategies for safe workplaces, encryption, computer protection, and protecting children. Our entertaining speaker has learned these strategies firsthand and shares her experiences and knowledge.

Coffee Break
10:00 a.m. – 10:30 a.m.

SEARCHERS & SEARCH STRATEGIES TRACK A
Oasis 4

Are we relevant in the 21st century? Can we determine where and how to find quality information? Join us for a day of exciting programs given by experts focusing on research strategies and new technologies.

*Organized by **Barbara Quint**, Editor,* Searcher *&*
***Marydee Ojala**, Editor,* ONLINE

Super Searchers Versus the Net: Delusions of Adequacy   `A101`

10:30 a.m. – 11:15 a.m.

Reva Basch, Aubergine Information Services

What part do expert searchers play in a world where Googling has become a consumer pastime? Shaped by our knowledge of what the high-power professional online services can deliver, are we imposing unrealistically high standards on clients who are satisfied with "just a few good articles"? Are our standards too high, in fact, or too 20th century, to encompass the nontraditional ways in which information is packaged and distributed today? Do we assume too much—about our own skills, about what constitutes "good" information, and about the trade-off between power and ease of use in the search tools available to us and to our end-users? This presentation suggests how information professionals can maintain their relevance as well as their competence in today's more casual research environment.

What A Tangled Web We Weave   `A102`

11:30 a.m. – 12:15 p.m.

***Anne Mintz**, Director, Knowledge Management, Forbes Inc. &
Editor of* Web of Deception

Misinformation on the Internet, either erroneous or intentionally misleading, can wreak havoc on people's health, privacy, investments, business decisions, online purchases, and legal affairs. This session illuminates the issues and suggests ways to deal with the flood of deception and misinformation in a range of critical subject areas.

Lunch Break
12:15 p.m – 2:00 p.m.

Advanced Research Strategies   `A103`

2:00 p.m. – 2:45 p.m.

Mary Ellen Bates, Bates Information Services

Learn how to think outside the box, how to handle questions that appear to be unanswerable, and how to determine whether it is better to select online or offline resources. We've all had them—the questions that have no single answer; questions that no one really knows the answer to; or questions that no one will answer. This session features a long-time info pro, who looks at strategies for identifying unanswerable questions, as well as techniques for finding the answers.

Coffee Break
2:45 p.m. – 3:15 p.m.

Weblogs: Information & Marketing Tools   `A104`

3:15 p.m. – 4:00 p.m.

***Gary Price**, The Virtual Acquisition Shelf & News Desk*
***Blake Carver**, LISNews.Com*

Weblogs (often called "blogs") can be of value to all types of libraries and information centers. Blogs offer a simple and quick way to disseminate information about events and resources to current library users and to those who have no concept of what a 21st-century library offers. Learn from two well-known Webloggers about how to use this new technology. Hear a brief overview about Weblogs and discover tools, tips, and tricks to make your library Weblog a key marketing and training tool.

Power Searching with Google   `A105`

4:15 p.m. – 5:00 p.m.

Chris Sherman, Associate Editor, Search Engine Watch

Google offers a bevy of goodies that are a boon to searchers, but they are not always easy to find—and some are undocumented. Learn how to use some heavy-duty power tools to stretch Google to its maximum effectiveness.

INTRANETS & PORTALS
TRACK B
Pasadena/Sierra

Intranets, portals, and the strategy for organizing them to support content management are key to organizations today. This track focuses on information architecture and the skills that information architects and intranet specialists need to create usable and valuable intranets and portals. It also focuses on personalization strategies for ensuring customers get what they need and want from these sites.

*Organized by **Mary Lee Kennedy**, Editor,* Intranet Professional
*Moderated by **Bonnie Burwell**, Burwell Information Services*

Intranet Strategy & Architecture | B101

10:30 a.m. – 11:15 a.m.

Peter Morville, *President, Semantic Studios*

The transformation of hierarchies into networks is a defining symbol of the information age. Nowhere are these changes more critical than in the knowledge networks we call intranets. The way we structure, organize, and share information is becoming interwoven with strategy, process, management, and culture. The intranet is an essential vehicle for employee productivity, corporate communication, and knowledge management. Usability and findability are now on the radar of many managers and executives. Solid intranet strategy and successful implementation require an intimate understanding of users, content, and context. The information architecture must serve as a bridge, connecting taxonomies, metadata, search, and navigation systems to a company's identity and strategic direction. This session discusses how to use information architecture design to produce adaptive, scalable intranets that confer competitive advantage.

The IA Divide: Issues Worth Fighting About | B102

11:30 a.m. – 12:15 p.m.

Peter Morville, *President, Semantic Studios*
Peter Merholz, *Partner, Adaptive Path*

Sometimes, it's the things we can't agree on that make life most interesting. In this spirited debate, the two Peters shine the spotlight on the most controversial and critical issues faced by information architects today. While they've got the same first names, these two experts have no problem finding differences. Come watch the battle, as Good Peter faces off against Bad Peter. And be prepared to pick sides. Audience participation and a sense of humor are required.

Lunch Break

12:15 p.m – 2:00 p.m.

User-Centered Design: How to Make
Intranets and Portals Usable & Useful | B103

2:00 p.m. – 2:45 p.m.

Gavin Lew, *Managing Director, User Centric, Inc.*

While applications like intranets and portals are driven by productivity and efficiency gains, true project success requires an application to be engaging, usable, and useful. Much time and effort are spent coding and linking disparate systems, but where the rubber meets the road is the interface itself. Does the application work for the user? Standard development processes include various methods, such as user acceptance testing and QA testing, but these activities are much too late in the development process to produce more than aesthetic changes. In this session, learn about a design process to ensure project success.

Coffee Break

2:45 p.m. – 3:15 p.m.

Content Personalization Strategies | B104

3:15 p.m. – 4:00 p.m.

Howard McQueen, *CEO, McQueen Consulting*

Take a look in this session at how to set strategies for implementing content personalization. Howard McQueen will share advice on best practices for creating, testing, and sustaining group profiling techniques. Emphasizing the importance of customization options in portals and dashboards, he will discuss a short list of key vendors and products that address personalization.

Intranets on a Shoestring | B105

4:15 p.m. – 5:00 p.m.

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

A well-designed intranet can increase your organizational communication and efficiency. Learn how to establish an intranet for your organization, with an emphasis on working collaboratively with individual "content owners." Learn how to plan, design, maintain, and update a staff-only Web site with minimal investment, using existing tools and technologies.

DRM: PROMISE, THREAT, OR TOOL
FOR LIBRARIES?
TRACK C
Springs Theater

As one of the tools for creating ever more sophisticated content and delivering increased value to users, Digital Rights Management (DRM) technology is going to play a major role in the library world. This track focuses on DRM technologies and licensing tools for libraries. The speakers address technology, library management, publisher-library (seller/buyer) issues, and the need for public policy issue discussions around DRM—including encryption of core digital content, privacy, public access, and subscription pricing.

*Organized and moderated by **Stephen Abram**, Micromedia ProQuest, & **Gail Dykstra**, Dykstra Research*

DRM Technologies & Licensing
Tools for Libraries | C101 & C102

10:30 a.m. – 11:15 a.m. & 11:30 a.m. – 12:15 p.m.

MODERATOR: *Richard Hulser, Infotrieve*
Gail Dykstra, *Dykstra Research;* **F. Hill Slowinski,** *CEO, Worthington International;* **Dave Davis,** *Manager of Corporate Accounts, Copyright Clearance Center (CCC);* **Tala Shamoon,** *Executive VP, InterTrust;* **John Hanselman,** *CEO, LingoMotors;* **Keith Lietzke,** *VP of Business Development, SealedMedia*

Until now, DRM applications have catered more to publishers than to content users, but times are changing. If developed to its full

potential, DRM services could be the best thing to happen to librarians and information specialists since the Internet. This double session starts off with a look at the DRM scorecard. What is DRM? How are publishers and libraries using it in 2002? What current technology and service companies should librarians track? What is the public's attitude towards DRM—what do they know? What do they want? The session then moves on to using DRM. All DRM approaches authorize, authenticate, access, and provide accounting for digital content. There are several types of DRM solutions, with significant differences in operations, costs, and benefits for users. This session identifies different approaches and demonstrates the look and feel of DRM features and functions. Speakers address content licensing, dealing with software encryption, and the music and video side of DRM. Additional speakers address knowledge and content management software, along with the necessity of building DRM functionality into integrated end-to-end metadata solutions.

Lunch Break

12:15 p.m – 2:00 p.m.

Using DRM to Solve Library & Publisher Challenges `C103`

2:00 p.m. – 2:45 p.m.

Richard Geiger, *San Francisco Chronicle*
Lew Gossage, *VP, XanEdu*
Andrew Elston, *VP, Primedia*
Richard Hulser, *Infotrieve*

Hear speakers discuss DRM applications from several perspectives—a newspaper information service that sells news content; a database publisher and its use of DRM with the Harvard Business Review; an e-content provider/publisher who connects DRM and

CRM for newsletter, course pack, and general subscription content; and a corporate library/information service user who increases customer access without adding to the serials budget.

Coffee Break

2:45 p.m. – 3:15 p.m.

Regulating DRM & What It Means to Libraries `C104` & `C105`
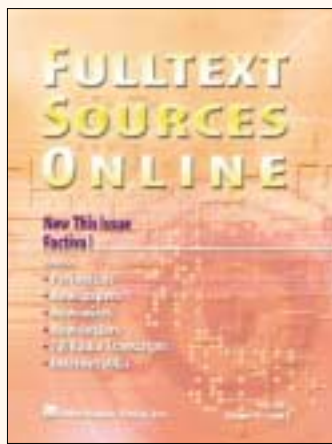
3:15 p.m. – 4:00 p.m. & 4:15 p.m. – 5:00 p.m.

MODERATOR: *Stephen Abram, VP, Micromedia ProQuest*
FEATURED SPEAKER: *Keith Kupferschmid, VP Intellectual Property and Enforcement, SIIA*
PANEL: *Talal Shamoon, Executive VP, InterTrust; Andrew Elston, VP, Primedia; George Plosker, VP Content, Gale; Mike O'Donnell, CEO, iCopyright; Ed Colleran, Copyright Clearance Center; Douglas Newcomb, Director, Public Policy, Special Libraries Association*

The Copyright Office is viewing technologies to see if it can or should impose a DRM standard for all digital content. What does this mean for libraries? Congress is talking about legislating DRM standards. Publishers are weighing options for deploying DRM. Will there be subscription price increases? Is this the end to privacy and the start of more digital hassles? Will DRM deliver greater access to archival content, eliminate administrative overhead, and make more content available more of the time? Are library interests being heard and taken into account by publishers and information policy advocates? Draw your own conclusions and influence the key players by attending this public debate on these hot topics in DRM. Ask provocative questions of library, publishing, software, and government communities. Hear and question those who will affect library use of digital content in the immediate future.

GENERAL CONFERENCE—MONDAY, NOVEMBER 4

WEB DESIGN & DEVELOPMENT TRACK D
Catalina/Madera

This track focuses on Web management, development, usability, tools, and techniques. What works? What doesn't? How do you know? Join our speakers for real-world discussions, tips, and techniques as they share their experiences, best practices, and tools to make your job as a Web developer just a little easier.

Organized and moderated by **Darlene Fichter**, Data Coordinator, University of Saskatchewan

Riding Shotgun Down the Avalanche: Libraries & IT   `D101`

10:30 a.m. – 11:15 a.m.

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

Ever had the feeling of going somewhere fast with very little to say about it? Welcome to your job! Join Roy Tennant as he peeks into the near future to see where there's clear sailing and where there are rough seas. Come hear how technologies such as Web services, cross-database searching, digitization, and new standards may change library collections and services.

Cool Tools for Library Web Sites   `D102`

11:30 a.m. – 12:15 p.m.

Marla Mayes, Project Manager, Northern Lights Internet Solutions Ltd.
Frank Cervone, Assistant University Librarian for Information Technology, Northwestern University

Pack your toolbox with great free or cheap Web tools. Mayes takes you on a whirlwind tour of tools to create graphics and buttons, blogging tools, and easy-to-use subject directory software in addition to finding free search engines, bulletin boards, and guest books. Cervone focuses on server-side tools, such as development tool kits and application-specific programs that can make your web development experience simpler. There's something for every library Web site as our talented and experienced speakers provide practical tips and information that you can immediately put to work to make your site sticky, interactive, and more useful to your visitors!

EXHIBIT HALL GRAND OPENING RECEPTION
5:00 p.m. – 7:00 p.m.

Join your friends and colleagues in the Exhibit Hall on Monday evening for this Internet Librarian 2002 kick off event. This is the perfect opportunity to network with your peers in a relaxed, friendly atmosphere over some food and drink. What a great way to start the week!!

Lunch Break
12:15 p.m – 2:00 p.m.

Web Site Redesigns & New Designs: Case Studies Focusing on User Experience   `D103`

2:00 p.m. – 2:45 p.m.

Marla Mayes, Project Manager, Northern Lights Internet Solutions Ltd.
May Chang, Web Development Librarian, and

You want your Web site to do it all: Highlight new resources and special services. Feature in-house databases, and selected Web sites. Promote online access to full text articles…. But how do you present all your resources and special services without confusing your visitors? Marla Mayes discusses how iterative usability testing helped Edmonton Public Library make key decisions as it redesigned its site. This case study shows how Web surveys, log analysis, user scenarios, and task-based testing were integral to the redesign process. The second speaker, May Chang, takes us behind the scenes and describes the information architecture of a virtual library tour on the NCSU Libraries Web site.

Coffee Break
2:45 p.m. – 3:15 p.m.

Writing for the Web   `D104`

3:15 p.m. – 4:00 p.m.

Catherine Wells Dimenstein, Contract Librarian, IBM Corporation
Darlene Fichter, Data Coordinator, University of Saskatchewan Library

How is writing for the Web different than writing for print media? The Web not only has unique capabilities, such as hypertext, but also unique requirements. User expectations must also be considered. Web writing varies with its purpose, whether it is for promotion, bibliographic instruction, or information sharing. What does it have in common with print writing for these same purposes? Catherine Wells Dimenstein, a professional writer and author of five novels, outlines the do's and dont's for successful Web writing. Darlene Fichter, a Web developer and "Intranet Librarian" columnist for ONLINE magazine, looks at classic mistakes with microcontent on library sites and talks about strategies for getting library staff to be Web-savvy writers.

Webmasters Roundtable: Tools, Standards & Usability   `D105`

4:15 p.m. – 5:00 p.m.

Darlene Fichter, Data Coordinator, University of Saskatchewan Library
Greg Notess, Reference Librarian, Montana State University
Frank Cervone, Assistant University Librarian for Information Technology, Northwestern University

Looking for hot tips, cool solutions, and exciting new ways to deal with Web design and usability? This lively panel of experts shares tips, tools, and practical advice for designing, managing, and maintaining Web sites.

AIIP TECHNOLOGY AWARD & KEYNOTE
Oasis 4

Digital Information: Real-Time, Immersive, & Intelligent
9:00 a.m. – 9:45 a.m.

Jack Powers, Director, IN3.ORG, The International Informatics Institute

Knowledge is on the move, immersing us in facts, figures, and opinions delivered through a continuous digital media tide on TV, on the Web, in our car computers, and via our pocket PCs. Media technologist Jack Powers takes us on a guided tour of the developing real-time media universe, from the networked multimedia home to pocket digital libraries, from instant wireless access to intelligent information robots. You'll see what smart businesses are deploying today, what leading developers are planning for the next few years, and what visionary academics foresee as the long-term future of information online.

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

VIRTUAL SERVICES
TRACK A
Oasis 4

It's hard to believe that virtual reference services were barely on our radar screen 6 years ago. Today these services are revolutionizing our client interactions, taking us in directions we once only imagined. Using chat technologies, we can delivery high-quality, face-to-face customized reference delivery with clients located miles away. We can integrate this capability with academic curriculum, and we can use perpetually friendly "bots" for the never-ending directional questions. The potential of the technology combined with our creative, client-focused drive for success is incredible, and this track challenges us to grab that potential and run with it—in academic, public, and special library environments. This is a track of case studies, conversations, and challenges.

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

Virtual Services: A Global View of Current Status & Future Directions `A201`
10:30 a.m – 11:15 a.m.

Steve Coffman, *VP, Product Development, Library Systems and Services LLC*
Marek Sroka, *Assistant Professor of Library Administration, University of Illinois Library*

Steve Coffman, well-known thought leader in virtual reference, starts this track off with a provocative look at where we are in North America with virtual services, what we can expect in the future, and how "bots" are quickly entering the scene. Marek Sroka then looks at strides occurring in international virtual reference desks, and the technology and staffing implications. Using the Slavic Virtual Reference Desk, patrons at the University of Illinois Slavic and East European Library Web Site can discuss their questions in live chat sessions with reference librarians from the Russian National Library in St. Petersburg and the University of Cracow Library in Poland. Patrons can also participate in an online course on Slavic information resources. The potential of these developments on both sides of the ocean is incredible.

We're Live! Serving the Virtual Client `A202`
11:30 a.m. – 12:15 p.m.

Russ Singletary, *Research Analyst, The Cadence Group, Inc.*

All organizations are looking for ways to cut costs. Now, more than ever, with the downsizing of physical libraries and widespread delivery of information products and services over the Internet, librarians must learn the secrets of remaining viable. Based on a case study at a Fortune 500 company, Marcia Abrams identifies the keys to creating a successful, enterprise-wide information center delivered over a corporate intranet to today's "I can do it myself" Internet-savvy workforce.

Lunch Break—Ice Cream in the Exhibit Hall at 1:00 p.m.
12:15 p.m – 1:45 p.m.

Growth via Diversity: Collaborations in Virtual Reference `A203`
1:45 p.m. – 2:30 p.m.

Mary Beth Train, *QandAcafe Coordinator, Golden Gateway Library Network, System Reference Center,* & **Charity B. Hope,** *Reference Librarian, San Jose State University Library*
Janie Silveria, *Coordinator Reference Services, California State University, Monterey Bay Library*

The QandAcafe, an interactive virtual reference service of California's Golden Gateway Library network, is a collaboration of public, academic, and special libraries. Learn how this collaborative community serves the general public as well as special constituencies, and how academic librarians are exploiting the software to instruct distance-education and business students. Medical librarians hold "office hours" on the public site as well as their private site. How do you develop these services for a region of 15 counties and for a single library? It's not easy—but it's been done!

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

A Day in the Life of a Virtual Librarian `A204`

3:15 p.m. – 4:00 p.m.

Donna Meyer, *Director of Information Resources, Northcentral University*

Meyer reviews the process that Northcentral University used to establish a virtual library for an online educational institution on the graduate level. She discusses the realities of budget constraints, the learning curve of e-reference experiences, and the implications for staff development and information literacy.

The Underpinnings: Usability Requirements for Virtual Services `A205`

4:15 p.m. – 5:00 p.m.

Darlene Fichter, *Data Coordinator, University of Saskatchewan*

The enabling technology and the technology skills of the librarians are critical to the success of virtual services. Darlene Fichter discusses the results of a usability study of a live reference application, illustrating how the wording and placement of live reference buttons impact patrons' recognition, use, and awareness. Should you use a graphic or text link? What words have the greatest recognition? Does placement next to search boxes or search results increase usage? Fichter not only asks the questions—she offers some thought-provoking answers.

KNOWLEDGE-SHARING APPLICATIONS TRACK B
Catalina/Madera

Intranet and Web technologies are critical for sharing knowledge within an organization. This track suggests blogging (Weblogging) as a new technology for sharing information and focuses on how to make intranets and portals more useful, how to personalize them, and shares several case studies.

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

Partnerships for KM Success: GE Capital & LightBridge `B201`

10:30 a.m – 11:15 a.m.

Kimberly Savilonis, *Director of Research, GE Capital Franchise Finance*
Karen Sunderland, *Product Marketing Manager, LightBridge, Inc.*
Kathryn Malone, *E-Applications Consultant, &*
Joseph D. Reilly, *Information Professional Consultant, LexisNexis*

This session highlights two successful partnerships between clients GE Capital and LightBridge, and LexisNexis. It illustrates the importance of information providers working in partnership with information users to develop a comfortable, effective, and winning solution. The speakers discuss customizing and integrating on-point information throughout workflows, understanding organizational needs and activity cycles, and developing solutions that help to map authoritative content to business needs. They also share some lessons learned about cross-functional teams and collaboration as well as challenges for the future.

Blogging for Knowledge Exchange `B202`

11:30 a.m. – 12:15 p.m.

Darlene Fichter, *Data Coordinator, University of Saskatchewan*

Tired of hearing about blogs (Weblogs) and think that they're irrelevant to intranets? Take a second look. Blogs are more than vanity presses filled with self-important hype. Blogs are a natural vehicle for knowledge exchange, storytelling, and fostering online communities. Blogs offer unique viewpoints and an incubator for new ideas. Consider how blogging might be a useful adjunct for your intranet, whether it's for fostering the exchange of ideas or as a marketing venue or a tool for news delivery.

Lunch Break—Ice Cream in the Exhibit Hall at 1:00 p.m.
12:15 p.m – 1:45 p.m.

Personalizing the User Experience on the Corporate Intranet `B203`

1:45 p.m. – 2:30 p.m.

Kathleen Millington, *Manager, Library and Information Center, &*
Anne Walker, *Library Science Associate, Berlex Laboratories*

How do you implement customized information pages on a corporate intranet to enable individual end-users and departments to access the targeted information they need on a 24/7 basis? Special librarians at Berlex Laboratories, Inc. describe their solution. Their smart search resources provide links to information resources down to individual-level resources for company employees and departments. By developing individual information pages using dynamically driven Inmagic databases, they have reached a new level of personalization. Hear about their strategies, tools, and experiences.

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

On the Beat: Techniques for Capturing & Sharing Ideas `B204`

3:15 p.m. – 4:00 p.m.

L. Allison Ounanian & **Gayle A. Sobanek,** *Information Analysts, MITRE Corporation*

As part of a strategy to leverage information and knowledge sharing across the corporation, MITRE's Knowledge Management Services Department developed a billable "content capture" service for its clients. Information analysts attend internal technical meetings, called Technical Exchange Meetings, or "TEMs," and report on the content of presentations, subsequent discussion and analysis that take place in that forum. From these notes, the analyst crafts a Web-based document, adding relevant internal and external links that add value to the content. Learn how the "KM Reporters" build and deliver this valuable service.

Broken Promises: Why Many Intranets Fail `B205`

4:15 p.m. – 5:00 p.m.

Alison J. Head, *Principal and Founder, Alison J. Head & Associates*

The early promise of intranets as productivity tools was alluring. Intranets could transcend geographical barriers, offer information workers needed, and churn out answers at any time of the day so that workers could make better decisions and save valuable time. Six years later, much of the intranet promise remains unfulfilled. What went wrong? How do many intranet designs fall short? How can site designs be improved? This session draws on key findings from Alison Head's recent usability study that measured how man-

agers, administrative assistants, librarians, and market researchers are using research intranets to meet their information needs at Sun Microsystems, Gilead Sciences, Bechtel Corporation, Fireman's Fund, Gale Group, Synopsys, and ChevronTexaco.

E-LEARNING & TRAINING
TRACK C
Springs Theater

Learning (teaching, instruction, and training) continues to demand our attention and consume our time. There are various environments, various approaches, and various learners to address. We need to push boundaries, and partner, collaborate, experiment, and innovate to keep up with the changes. This session offers a wide-ranging look at problems, issues, and solutions to teaching and learning in the digital landscape.

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

Technology Skills for Virtual Librarians `C201`

10:30 a.m. – 11:15 a.m.

Michael Stephens, *Networked Resources & Training, St. Joseph County Public Library*

This is a hot area. Virtual reference requires more than just good reference skills. There are technologies to juggle, logistics to work out, and things like the chat language itself! New environments demand new skills. Michael Stephens discusses various pre-training needed to ensure success in virtual environments.

Partnering for Information Literacy `C202`

11:30 a.m. – 12:15 p.m.

Linda Fritz, *Head, Research Services Division, University of Saskatchewan Library*
Lynn Lampert, *Senior Assistant Librarian and Coordinator of Information Literacy, California State University Northridge*

Information literacy is hard enough to achieve when you're working with a small, close-knit group of learners. But what happens when you expand to larger audiences? And worse, if you have to give up complete control and work with others? If our presenters can do it, you can too! We look at inter-institutional cooperation first, and then public-public partnerships (and roles) for Internet and information competencies.

Lunch Break—Ice Cream in the Exhibit Hall at 1:00 p.m.
12:15 p.m – 1:45 p.m.

AUTHOR BOOK SIGNING
Tuesday, November 5th
2:30 p.m. – 3:15 p.m.
Information Today, Inc. Booth #505, 509

Stop by to meet some of the industry's top authors:

Jayne Hitchcock, Reva Basch, Anne P. Mintz, Mary Ellen Bates, Alison Head, Dennis Tucker, Marylaine Block, Irene McDermott, Carole Lane, Paula Hane, Gary Price

Applications for Learning: Methods & Outcomes `C203`

1:45 p.m. – 2:30 p.m.

Judith Harris, *Collection Development Librarian,* **Claudia Striepe,** *Bibliographic Instruction Librarian, &* **Ed Martinez,** *Public Access Librarian, El Camino College*
Tim Green, *Assistant Professor of Elementary Education, &*
Abbie Brown, *Assistant Professor of Educational Technology, California State University Fullerton*

To design instruction requires matching outcomes (what the learner needs to do) to methodologies (how it will be facilitated) to produce a result—learning. In this session, hear about some methods, some fail-safe Internet presentations for classrooms (and conferences), and get a look at outcomes and student-generated multimedia projects.

Networking Break—A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

Learning in Various Contexts `C204`

3:15 p.m. – 4:00 p.m.

Grace Stanat, *Founder and CEO, 415, Inc.*
Susan Clifford Braun, *Information Services Specialist, &*
Chris L. Lincoln, *Manager, Research Services, The Aerospace Corporation*

Methods for delivering instruction are the foundation for learning and come in many shapes and sizes to meet various demands. Two different examples are given here. The first is an approach to using the Web to educate, entertain, and expand the reach of your library. The second looks at power searching instruction for corporate employees.

Divine Secrets of the Adult Learnerhood: Bridging Gaps `C205`

4:15 p.m. – 5:00 p.m.

Bill Trzeciak & **John Storck,** *Reference Librarians, Glendale Public Library*
Barb Spiegelman, *The Spiegelman Group*

There are times when the Web seems like it was designed for (and by!) teenagers—those flashy graphics, the tiny print, the intuitive (if you had a computer in your cradle) navigation and design. What about older adult learners? How can they learn in such fast-paced environments where the mice get more and more uncooperative and the windows seem to be getting smaller and smaller? This session looks at how we can help adult learners keep up with technology. Our first presenters take a look at effectively teaching the Internet to older adults, and the second presenter puts a humorous spin on putting the power of the Internet into the hands of senior citizens.

WIRELESS WEB WORLD
TRACK D
Pasadena/Sierra

The world of Internet appliances and wireless devices is growing and spinning so quickly, it is almost impossible to keep up. These sessions provide some insight into what's happening in the wireless Web world and what strategies and applications will work in the library world.

*Moderated by **Cindy Hill**, Manager, Sun Library, Sun Microsystems*

The Wacky World of Gadgets   D201

10:30 a.m. – 11:15 a.m.

Barbara Fullerton, *Electronic Resources Librarian, Pioneer Hi-Bred International*
Jenny Levine, *The Shifted Librarian*

There is probably a gadget out there that could make life a little easier for you, whether on the job or at home. But information overload can create access barriers to the very products that might help us better manage it. Listen as this panel introduces us to new products such as printers, pocket PCs, palm pilots, fun gadgets, e-readers, the newest in cell phone technology, microphones, laser pointers, digital cameras, and software. Emphasis is on gadgets that have library and information service applications. Pricing information is available, and some of the gear can be viewed.

Devices Dual: What's Ahead
for Nomadic Computing?   D202

11:30 a.m. – 12:15 p.m.

Stephen E. Arnold, *Arnold Information Technologies*
Jack Powers, *Director, IN3.ORG, The International Informatics Institute*

Device junkies Steve Arnold and Jack Powers face off with a duel that illustrates which devices might actually have compelling applications for the information world. They address the ROI for certain industries and how the devices impact work flows in the workplace. Join us for an exciting, interactive, and informative session by two experts in the field.

Lunch Break—Ice Cream in the Exhibit Hall at 1:00 p.m.
12:15 p.m – 1:45 p.m.

Info Where You Need It: PDAs & the Library   D203

1:45 p.m. – 2:30 p.m.

Dennis C. Tucker, *Director of Libraries,* & **Susan Pierce**, *Associate Professor of Nursing, Northwestern State University*

With the ubiquity of the Internet, information often seems ever present in today's world. But is it? Can PDAs and hand-held computers better deliver information to the point of greatest need? In a cooperative effort, Northwestern State University Libraries and the College of Nursing began an experiment to improve patient care using PDAs to provide point-of-service information to their library patrons (nurses and nursing students). The presenters share the results of this experiment and discuss some of the important issues that a library needs to explore when implementing library services using hand-held devices.

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

Wireless Strategies   D204

3:15 p.m. – 4:00 p.m.

Marshall Breeding, *Library Technology Officer, Vanderbilt University*

Are you thinking about going wireless? Is the time right? This panel of experienced wireless implementers shares their insights, hard-won experiences, and successful strategies for delivering information services in a wireless Web world.

Space Planning for Wireless   D205

4:15 p.m. – 5:00 p.m.

Stephen E. Arnold, *Arnold Information Technologies*

We all agree that wireless devices are in the future for libraries and information service delivery. But how will this technology actually affect the library? Using real-world examples from advanced wireless regions in Europe and Japan, this session provides some key strategies for the future.

TUESDAY
EVENING SESSION
Catalina/Madera

Super Searcher Stories: Tips & Techniques
7:30 p.m. – 9:00 p.m.

HOST: *Reva Basch, Aubergine Information Services,* & *Editor, "Super Searchers" Book Series*
PANEL: **Marydee Ojala**, *ONLINE;* **Steve Coffman**, *Library Systems and Services LLC;* **Greg Notess**, *Montana State University;* **Chris Sherman**, *Search Engine Watch;* **Paula Hane**, *Information Today;* **Susan Klopper**, *Arthur Andersen;* **Anne Caputo**, *Factiva;* **Suzanne Sabroski**, *Sabroski & Associates*

Join a panel of lively and opinionated super searcher experts as they share their favorite research tips, stories, and tactics for staying current, searching effectively, and dealing with constant change. Reva Basch, executive editor of the "Super Searcher" book series, leads this roundtable with series authors. Come with questions and ideas, and plan to get involved in the discussion.

GENERAL CONFERENCE—WEDNESDAY, NOVEMBER 6

KEYNOTE
Oasis 4

Evolving Internet Technologies: Search Engines

9:00 a.m. – 9:45 a.m.

Danny Sullivan, *Calafia Consulting, & Creator of Search Engine Watch*

This keynote, by one of the world's leading authorities and Internet pioneers, is sure to be a favorite. Danny Sullivan examines changes to major Web searching tools over the past year and provides tips about what we should be looking for in the year to come.

Networking Break—A Chance to Visit the Exhibits

9:45 a.m. – 10:30 a.m.

SEARCH ENGINES
TRACK A
Oasis 4

This series of sessions covers what every searcher needs to know about search engines. It digs down to show the inner workings of the engines, not only from avid testers, but also the creators, who describe when to use which engine, and look at the future of searching.

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

Search Engine Snake Oil   `A301`

10:30 a.m. – 11:15 a.m.

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

Expert searcher and industry watchdog, Greg Notess, takes a hard look at the search engines and identifies where each one fails to live up to its hype, search expectations, or documentation. He concludes with useful tips for making the most of your searches when navigating the Net.

Search Engine Torture Test   `A302`

11:30 a.m. – 12:15 p.m.

Chris Sherman, *Associate Editor, Search Engine Watch*

This session shares the results of a recent study by the editors of Search Engine Watch, who put the major search engines through a grueling torture test to see which ones were up to the challenge. It describes the tests and their outcomes, including the revealing results, sometimes unexpected and occasionally shocking.

Lunch Break—A Chance to Visit the Exhibits

12:15 p.m – 1:45 p.m.

Search Engine Issues   `A303`

1:45 p.m. – 2:30 p.m.

Avi Rappoport, *Principal Consultant, Search Tools Consulting*

An expert in the field tackles 1) distributed search, metasearch, and P2P; 2) integrating search engines and content management systems; and 3) search engines and data security. Learn some background and get suggestions about how to deal with these three key search engine issues for information professionals.

Coffee & Cookies in the Exhibit Hall

2:30 p.m. – 3:15 p.m.

Start Your Engines!   `A304`

3:15 p.m. – 4:00 p.m.

Tom Wilde, *General Manager of Search Services, Terra Lycos, U.S.*
Paul Gardi, *Vice President, Ask Jeeves*

Our panel of search engine creators talks about their engines—how they are designed, how sites are selected, how many are included, how frequently indexes are updated, what metadata is included, search refinements, improvements, and new features and functions that are on tap. Get the inside scoop and find the right engine for your work!

FUTURE FOCUS
TRACK B
Catalina/Madera

The future is ours to determine. Now, more than ever, our clients and patrons look to us to guide them through the information wilderness to the answers they need. The technologies are available to free us from the stacks and enable us to interact collaboratively with our clients regardless of their location. What innovative and indispensable services can we create? What roles can we develop for ourselves that are rewarding and challenging? It's up to us. This track shines a light on some of the possibilities and challenges us to consider how we'd like to answer those questions.

Where Will Wireless Take Us?   `B301`

10:30 a.m. – 11:15 a.m.

Nancy John, *Interim University Librarian, University of Illinois at Chicago*

Technologies are evolving and emerging at an amazing rate. Recently capturing wide audiences is anything wireless, anything handheld, anything robotic, or anything AI. The potential and the impact of these technologies on library services and on libraries in general is incredible — or is it? Some of these technologies will be hot and stay hot. Some of them will fizzle before your eyes. Nancy starts off this track by describing the types of technological developments we should expect, and we should be planning for, how to

recognize hot and recover from not-hot, and challenges us to consider how our services can embrace the best of these technologies to secure a solid and successful future.

Keeping the Corporate Librarian in the Loop   B302

11:30 a.m. – 12:15 p.m.

Susan Stearns, *VP, Marketing, Inmagic, Inc.*

Jean Heilig, *Senior Director of Research and Information, Jones e-global library; Library Director, Jones International University, JonesKnowledge, Inc.*

Technology is offering corporate information professionals many opportunities for "staying in the loop" in their organizations. Susan Stearns and Jean Heilig explore the types of services corporate information professionals are unveiling and the roles these information professionals are creating. They also identify ways for information professionals in corporate, academic, public, and government environments to position the librarian skill set, knowledge, and expertise and to promote the unique value librarians add to any situation.

Lunch Break—A Chance to Visit the Exhibits

12:15 p.m – 1:45 p.m.

Future Packaging:
Customized Information Wrapping   B303

1:45 p.m. – 2:30 p.m.

Camille Reynolds, *Nossaman Guthner Knox & Elliott LLP*

Barb Fullerton, *Electronic Services Librarian, Pioneer Hi-Bred International*

Angela Kangiser, *Online Business Research*

We all know that patrons and clients use a variety of devices to view and use their information. That means that we need diverse packaging of library information. We need to think critically about information and its packaging, using "outside the box" formatting. How can Internet librarians package information online for the library user? What are the possibilities of taking the same bit of information and making it available for user access in several different packages or formats? This panel, comprised of an electronic librarian, a gadget librarian, and an independent information consultant, stirs up some questions, opinions, chaos, and answers.

Coffee & Cookies in the Exhibit Hall

2:30 p.m. – 3:15 p.m.

My Board Is Unloving and
Uncommunicative, But We'll Stay
Together for the Sake of the Internet   B304

3:15 p.m. – 4:00 p.m.

Barb Spiegelman, *The Spiegelman Group*

Library boards—they're either clueless, they micromanage, or both. Enter the Internet, which has the potential to turn this relationship around. Barb Spiegelman, who has served on library-related boards for years, shows you how to make your board of directors or your senior management your biggest fans as you create your future. Can you spell "happily ever after?"

E-RESOURCES
TRACK C
Pasadena/Sierra

The challenges and questions surrounding the selection, acquisition, cataloguing, deployment, and management of content continue to grow. Should we purchase just the electronic version or the paper? What are the copyright implications? Which of our nonelectronic collections should be digitized—and how? The speakers in this track have dealt with these questions. Gain from their experience.

Moderated by **Richard Geiger,** San Francisco Chronicle

Building a Digital Archive:
New Tools, New Opportunities   C301

10:30 a.m. – 11:15 a.m.

Terence K. Huwe, *Director of Library and Information Resources, Institute of Industrial Relations, UC Berkeley*

In April 2002, the University of California's eScholarship Program launched a new Social Sciences Repository of faculty working papers. The new system offered vastly improved access and features. Terence Huwe describes how the Institute of Industrial Relations handled digital document management before, during, and after the rollout, making recommendations on how to launch an archive from both personnel and technical viewpoints. Hear how conventional Web-based file management morphed into a high-quality digital library, with examples of new e-journal and pre-print development tools and the challenge of introducing a new style of document management to staff.

E-Books & the 21st Century Cybrary Model   C302

11:30 a.m. – 12:15 p.m.

Anne Marie Secord, *Director of Library Services,*
Betty Kellogg, *Reference and Electronic Services Coordinator, &*
Robin Lockerby, *Instructional Services Coordinator,*
National University Library

National University serves 18,000 adult learners enrolled in over 50 accredited undergraduate and graduate programs at 25 learning centers throughout California and internationally via online programs. National University Library is composed of a state-of-the-art Central Library in San Diego, virtual cybraries (Library Information Centers—LICs) at each of the regional learning centers, and has become one of the largest providers of e-books. This case study begins with Anne Marie Secord and Betty Kellogg describing the development and implementation of the Cybrary Model and the collection development issues of supporting such a large e-book collection and rounds off with Robin Lockerby's overview of the technology, training, and collaboration used to create a knowledge management system that supports the LIC Librarians.

Lunch Break—A Chance to Visit the Exhibits

12:15 p.m – 1:45 p.m.

The Journal Stop: A Complete Serials Information System `C303`

1:45 p.m. – 2:30 p.m.

Dan Lester, *Network Information Coordinator, &*
Peggy Cooper, *Collection Development Librarian, Boise State University*

Faced with growing problems in managing electronic and print journals in traditional online catalogs, as well as journals with full text in aggregators' databases, Dan Lester and Peggy Cooper investigated systems to provide information on all serials in one Web-enabled catalog. Providing direct links to electronic resources and detailed information about print resources were also vital. Managers required usage tracking for all serial resources for detailed collection analysis. The session describes the process of selecting and implementing a serials information system at Boise State University, with an emphasis on the technical problems and solutions, as well as a demonstration of the chosen system.

Coffee & Cookies in the Exhibit Hall

2:30 p.m. – 3:15 p.m.

Corporate Copyright Conundrum `C304`

3:15 p.m. – 4:00 p.m.

Adele F. Bane, *Information Scientist, GlaxoSmithKline Pharmaceuticals*

Technological advances that encourage simultaneous information access also provide the means by which to abuse content. Copyright infringement is a priority concern within GlaxoSmithKline (GSK). Hear a case study of GSK's efforts to be copyright compliant on a global basis. Key issues the session will cover include how corporate Internet/intranet sites intensify copyright concerns, bridging the gap between desired versus permitted uses of content; the need for global Reproduction Rights Organization (RRO) agreements; agreeing with publishers about licensed use for business needs; bringing key shareholders together to address internal issues; avoiding corporate copyright infringement; promoting copyright awareness and education; drafting policies and guidelines; and knowing when legal advice is required.

WEB OPERATIONS & OPPORTUNITIES TRACK D
Springs Theater

How do we ensure that we are prepared for our future? How do we plan for the unexpected? What tools can we use to climb the information supply chain and make an impact within our organizations and communities? These thought-provoking and practical sessions suggest challenges and opportunities.

*Moderated by **Deborah Hunt**, Exploratorium*

Disaster Preparation & Response in a Changing World
`D301`

10:30 a.m. – 11:15 a.m.

Micki McIntyre, *HealthyNJ Librarian, University of Medicine and Dentistry of New Jersey*
Brad Robison, *Library Director, Oklahoma City National Memorial Institute for the Prevention of Terrorism*
Elisabeth Jacobsen, *Library Director, Trinitas Hospital*
Michelle M. Volesko, *Director, Library and Training, New Jersey Hospital Association*

Do you ever imagine your library being on the front lines of terrorism? That's exactly what happened during the Oklahoma City tragedy and again in 2001. The Murrah Federal Building bombing, the 9/11 horrors, and the anthrax attacks—during all of it, these New Jersey libraries were there. The librarians quickly served their communities, providing families, clinicians, rescue workers, hospitals, and other libraries with reliable information obtained from a variety of sources. Among their own weapons were a database of treated victims, medical information, contacts for authorities, and information on hazardous materials, bioterrorism, and weapons of mass destruction. Hear how they did it. Learn the importance of responding to community needs and working hand in hand with rapid response teams before (and during) disasters. Be prepared!

Planning for Side Effects: The Case for Semi-Luddite Management
`D302`

11:30 a.m. – 12:15 p.m.

Marylaine Block, *Librarian Without Walls*

Most of us have a few technology resisters in our organizations. We need to pay attention to them. For one thing, they warn us about the things many of our patrons will also dislike about the machines, and for another, the Luddites were right—the new machines have had unintended consequences that destroyed a way of life. It's our job to think ahead about what undesirable side effects our machines will have and mitigate these consequences in advance.

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

Controlling the Public-Access Computers in Your Library
`D303`

1:45 p.m. – 2:30 p.m.

Todd King, *Team Leader, Systems and Technology, Eastern Kentucky University Libraries*
Greg Mitchell, *Assistant Director, Resource Management, University of Texas*

The Web represents a world of exotic ports that beckons to our patrons. As Captains Courageous, we have provided a fleet of "ships," i.e., computers, for the voyage into these uncharted waters. But what happens when some of our patrons become scurvy mates who run amok and scuttle the ship? This session examines where those patrons are going on the Web and what they're doing with the equipment along the way. Finally, we present an armada of solutions that puts you back in command. Rest assured, most of these solutions do not require great technical expertise, and they are all free!

Coffee & Cookies in the Exhibit Hall
2:30 p.m. – 3:15 p.m.

Climbing the Information Supply Chain: Tools & Techniques
`D304`

3:15 p.m. – 4:00 p.m.

Stephen Abram, *VP, Micromedia ProQuest*
Cindy Hill, *Manager, SunLibrary, Sun Microsystems*
Irene McDermott, *Reference Librarian, San Marino Public Library*

Information service providers, or librarians, are faced with many changes and challenges these days. This session looks at the role of Internet librarians, as well as key strategies and frameworks for a successful future and a solid position that makes an impact in the daily lives and work of our constituents.

Join us next year for Internet Librarian 2003!

November 3 - 5, 2003
Monterey, CA

Searchers Academy

`W1`

Sunday, 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 Price's List of Lists & Direct Search*

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.
- Practical Research Tips and Techniques.
- 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`

Sunday, 9:00 a.m. – 4:30 p.m. **FULL DAY**

Moderator: *Darlene Fichter, Data Coordinator, University of Saskatchewan*

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

Peter Morville, President, Semantic Studios

Marshall Breeding, Library Technology Officer, Vanderbilt University

Jeff Wisniewski, Web Services Librarian, University of Pittsburgh

Web development is challenging. It requires a range of technical and management skills 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
- Demystifying Web site standards and jargon
- Solid tips for creating usable Web designs

Offered for the first time, this information-packed briefing 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 all levels of Web development managers.

Digital Library Collections & Services: Landscape & Strategies

`W3`

Sunday, 9:00 a.m. – 12:00 p.m.

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

Are you trying to cope with both paper and electronic worlds? Who isn't? Join the crowd. By attending Roy Tennant's workshop, you will:

- Get a quick overview of the current landscape for electronic information
- Spot trends that will help you prepare for the future
- Learn survival strategies for your library and its information services.

Using many real-world examples, Tennant outlines key strategies that will assure your success now and into a paperless future.

Information Architecture & Content Management: Two Sides of the Same Coin

`W4`

Sunday, 9:00 a.m. – 12:00 p.m.

Peter Morville, President, Semantic Studios

So, your company now has both an information architect and a content manager. How can the two of you effectively work together to get the job done? Peter Morville provides the answer in this provocative workshop. Information architects design search and navigation systems to power the user experience and content managers integrate tools and processes to drive the publisher experience. This workshop will help you identify your common ground. Both sides of your house need to be concerned with content definition, quality, structure, and metadata. Using case studies and examples, Morville will show you how information architects and content managers can exploit common business goals, strategies, practices, and governance models for mutual advantage. He explores the links between XML schema and navigation, and the role that content management systems such as Interwoven and Epicentric play in defining solutions for access and personalization.

Strategies for Improving the Business Value of Your Intranet

`W5`

Sunday, 9:00 a.m. – 12:00 p.m.

Howard McQueen, CEO, McQueen Consulting
Jean E. DeMatteo, McQueen Consulting

This half-day workshop is a case study on how an international consulting firm of 5,000 employees used the balancing perspectives of governance, information, and technology to drive improvements in

business value on its intranet. The workshop discusses the methodology used, the objectives, and the recommendations, which focus on information management, information architecture, human resources, change management, and the adoption of communities of practice. The workshop also suggests a user-centric implementation plan that addresses the bottoms-up approach to generating user buy-in. Attendees who work for business units and/or enterprise teams that are seeking to improve the value of their intranets will find this interactive course highly valuable.

Information Audit: Getting Started   `W6`

Sunday, 9:00 a.m. – 12:00 p.m.

Rebecca Jones, *Dysart & Jones Associates*
Bonnie Burwell, *Burwell Information Services*

The information audit is a critical first step in any needs assessment or knowledge management initiative. The purpose of any audit is to determine what's right, what's wrong, what's in place, and what's missing. A successful information audit will provide these answers, plus address questions about an organization's information processes, becoming the basis for information and knowledge strategies and objectives. This half-day workshop provides participants with a brief overview of the steps involved in an audit, as well as:

- An understanding of the scope and critical issues in an information audit
- The role of an audit within an organizational context
- A starting point for initiating an audit within your organization

Virtual Reference 101: A Planning Primer   `W7`

Sunday, 1:30 p.m. – 4:30 p.m.

Steve Coffman, *VP, Product Development,
Library Systems and Services LLC*
Rebecca Jones, *Dysart & Jones Associates*

Virtual reference services—live, real-time reference services over the Internet—are hot topics and hot projects for the library profession. However, planning and implementing these services require much more effort than just selecting a software package. This workshop suggests a framework for using in working through the entire process of designing, implementing, and operating a virtual reference service. The workshop covers:

- An overview of virtual reference services

- Elements to consider when designing a virtual reference service, including software, staffing, and policies
- Lessons from real-world examples

Information Architecture from Mental Models   `W8`

Sunday, 1:30 p.m. – 4:30 p.m.

Peter Merholz, *Partner, Adaptive Path*

How do we organize sites so users can be more effective and productive? It requires research and more research, but there are few tools for making the leap from user research into the design process. This half-day workshop presents one such method—a visual model of users' tasks that leads directly to the derivation of an information architecture. Peter Merholz, a practicing professional, has employed this process for a number of organizations and will provide examples from actual case studies. Topics covered include:

- Common problems in information architecture
- How to conduct quick, effective user research
- Visualizing this research as a mental model
- Deriving a top-down information architecture from that model.

All attendees will receive sample deliverables and documentation templates, enabling immediate practice of this method.

Information Portals & Content Management Strategies   `W9`

Sunday, 1:30 p.m. – 4:30 p.m.

Howard McQueen, *CEO, McQueen Consulting*
Jean E. DeMatteo, *McQueen Consulting*

This half-day workshop covers content management from A to Z and features McQueen's Six Functional layers to unlocking the value of content management. Containing top-down and bottom-up information architecture strategies and weighted equally between internal and external content enhancement strategies, this course defines "content infrastructure" investments that must be made in order for horizontal and vertical (vortal) information portals to be successful. Filled with case studies and compelling applications, this intermediate, non-engineer/developer course, led by an intranet domain expert, prepares attendees to be effective content managers or consultants.

Teaching Web Searching   `W10`

Sunday, 1:30 p.m. – 4:30 p.m.

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

With the constantly changing nature of the Web, search engine features, and the search engines themselves, how do we best teach our users to search the Web? Learn a variety of techniques for teaching newcomers to Web searching, as well as those who think they know everything about the Web. Explore the latest changes among the search engines and their impact on instruction. Discover how other instructors manage the complexities of teaching Web searching. This workshop covers advantages, disadvantages, and techniques for hands-on training, demonstration sessions, and online, self-paced guides for use in teaching others to search more effectively

Getting Down to Business: How Super Searchers Find Business Information Online `W11`

Thursday, 9:00 a.m. – 12:00 p.m.

Mary Ellen Bates, *Principal, Bates Information Services*

This half-day workshop tackles how to find reliable, high-quality information on business and financial topics on the Net. Bates, the author of five online research books, including *Super Searchers Cover the World* and *Mining for Gold on the Internet,* looks at issues related to conducting business research online efficiently and cost-effectively, validating sources, using Web-only information resources, and staying current on new business and finance information. The workshop provides practical, innovative ways to mine the Net, as well as tips on when to use the free or nearly-free Web sources and when to open up your wallet and use the big-ticket information sources. The focus of this workshop is on the resources found exclusively on the Net, but it also covers unusual or unique resources from the traditional online services. Learn improved business research skills, ideas on new ways to drill for information, and take home a collection of links to the best business resources on the Web.

Working with Adult Learners `W12`

Thursday, 9:00 a.m. – 12:00 p.m.

D. Scott Brandt, *Technology Training Librarian and Professor of Library Science, Purdue University Libraries*

This half-day workshop addresses "classroom management" in any setting—academic, corporate, or community. It offers insights and techniques for working with adult learners in training and instruction sessions and covers:

- Applying the basic principles of behavior modeling to create an environment that fosters productive and efficient learning
- Setting a comfortable learning environment by establishing ground rules and considering the learning preferences and behaviors of adult learners
- Keeping discussions on track while maintaining an appropriate learning pace
- Encouraging and developing participation as well as diverse points of view
- Keeping groups focused and moving by giving clear & concise instructions, especially for hands-on activities
- Managing overparticipation and applying techniques for handling disruptive or aggressive behavior and other distractions
- Guidelines for giving and receiving feedback
- Assigning action items and making follow-up plans to continue participation after the classroom learning

Writing for the Wired World `W13`

Thursday, 9:00 a.m. – 12:00 p.m.

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

Writing for a different medium, like the Web, can be challenging. Find out what usability studies reveal about how people actually read online and what the implications are for developing microcontent, menus, layout, and writing style. Train your eye to spot trouble areas on your site. Practice critiquing and revising sample library Web pages. Learn strategies for sharing best practices for microcontent development with your Web site authors. Filled with examples, tips, and tricks, this interactive half-day workshop is a must for content developers and library Webmasters who want to improve their sites.

Evaluating Search Engines `W14`

Thursday, 9:00 a.m. – 12:00 p.m.

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

Explore techniques, tips, and strategies for evaluating, comparing, and analyzing search engines. This workshop covers evaluation techniques for general Web search engines, site search engines, and specialized search tools, plus details about the evaluation Greg Notess has done for his SearchEngineShowdown.com site. Learn how to think critically about search results and how to explain what the search engine really found. This is an under-the-hood workshop that provides solid strategies for evaluating search engines.

Current Awareness Strategies, Techniques, & Tools `W15`

Thursday, 9:00 a.m. – 12:00 p.m.

Gwen Harris, *Information Consultant and Internet Specialist, Gwen Harris Information Services*

Learn about the key tools on the Net for staying current with a topic. Examine the merits of table of contents services for journals and magazines, e-newsletters and Weblogs, news filtering services, online news—the newspaper kind—and Web monitoring and clipping services. Hear about software agents that can help with running alerts and receiving notification of changes. Some services are intended for use by individuals or small businesses. Others are designed as enterprise solutions for delivery to and through corporate portals. Whether you are looking for tools for yourself or for your organization, this workshop will help you review the types of services available and learn about the leading products.

Security for Life in a Dangerous World `W16`

Thursday, 9:00 a.m. – 12:00 p.m.

Marshall Breeding, *Library Technology Officer, Vanderbilt University*

Developing effective strategies against Internet viruses, worms, and other threats is extremely important. Organizations are increasingly plagued with wave after wave of viruses and worms. Many libraries have experienced interruptions in their Web sites, Web OPACs and other critical services after successful attacks. Now more than ever it is critical to implement strong security for your library's servers. This session describes how the development of a multilayer antivirus approach is essential in today's environment. Breeding discusses ways to combat viruses at various levels, including e-mail delivery, network transport, server, and workstation. Stay informed and prevent costly computer downtime in your library!

Web Research Buffet   W17

Thursday, 1:30 p.m. – 4:30 p.m.

Gary Price, *The Virtual Acquisition Shelf & New Desk*
Chris Sherman, *Associate Editor, Search Engine Watch*

The co-authors of *The Invisible Web,* Chris Sherman and Gary Price, discuss and share insights on many online research topics and issues. Get the scoop on dozens of great resources to take back to the office. Get up to date in this rapidly changing environment by hearing these two experienced and entertaining speakers discuss the latest happenings in Web-based research. Topics they will cover include:

- The latest Web search happenings
- The invisible Web in 2002
- Searching for breaking news on the open Web
- Finding quality resources for your site
- The importance of noncommercial Web directories
- How you'll be searching in the future
- Cool Web tools
- Special sites for special needs

Teaching Technology, Inside and Out   W18

Thursday, 1:30 p.m. – 4:30 p.m.

D. Scott Brandt, *Technology Training Librarian and Professor of Library Science, Purdue University Libraries*

Teaching the Internet is no longer a novelty. Now we need to make sure that we are effective in what we teach and how we do it. A systematic approach to staying on target is essential. This workshop shows you how to apply instructional systems design (ISD) to almost any information instruction setting. It focuses on building a learner-centered module of instruction, identifying important outcomes to achieve different types of learning objectives, matching appropriate instructional strategies to learning objectives, incorporating conceptual understanding, and determining how and when to include experiential learning exercises.

Web Redesigns: Factors for Success   W19

Thursday, 1:30 p.m. – 4:30 p.m.

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

Does your library Web site need a redesign? What are the signs? Where do you start? Begin by analyzing the strengths and weaknesses of your current site. Learn how to test proposed revisions early so that the new design doesn't just "look" better, but also "works better" for the users. Gain experience with task-based testing by participating in the practice test. Pack your toolbox and take home tips, checklists, and tests that you can immediately put to use. Learn about common pitfalls and success factors for library redesigns.

E-MAIL STATIONS

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

Information Shifting: Strategies for Future Information Services   W20

Thursday, 1:30 p.m. – 4:30 p.m.

Jenny Levine, *Internet Development Specialist, Suburban Library System*

"Information shifting" refers to information being shifted now that it is digital. It is similar to "time shifting" entertainment onto VCRs and "space shifting" MP3 files for listening in a different place. There are court cases supporting these activities. Information is now coming to us from everywhere—most of it may be noise, but focused information can come in new and more efficient ways than ever before. This session focuses on how this trend will affect libraries in the future, mainly through its impact on the Net Generation. Kids today think and act differently about information and technology. They expect information to come to them, whether it's via the Web, e-mail, cell phone, online chat, whatever. And this expectation will have a big impact on how they expect to receive library services. According to Jenny Levine, the library has to become more portable or "shifted." Join the discussion, play with the toys, and take home some strategies for supporting library and information services in new ways.

Communicating the Value of Information Services   W21

Thursday, 1:30 p.m. – 4:30 p.m.

Chris A. Olson, *Principal Consultant, Chris Olson & Associates*
Joanne Lustig, *Cardinal Information Consulting*

The value of information services is obvious to librarians, but frequently eludes others. Number crunching and budget presentations address the bean-counter aspect of the value equation. Communicating the worth of library services addresses another part. This interactive workshop first reviews value from the librarian and customer perspectives, and then challenges participants to examine their own services for value attributes. The workshop leaders encourage everyone to discuss and identify value in their own settings and explore the definition of value from their customer's viewpoint, leading to marketing strategies that can communicate the value of information services on a daily basis. The workshop promises to spark lively conversation and creative thinking. Together we will grapple with the intangible aspects of value from the customer perspective and discuss how information services can be transformed to meet them. The workshop concludes with identifying opportunities for expressing the value of library services and maximizing value visibility.

Portal Taxonomies: How to Share the Enterprise's Mind-Set   W22

Thursday, 1:30 p.m. – 4:30 p.m.

Claude Vogel, *Chief Scientist, Convera*

Meaningful organization of content in taxonomies and directories is critical for efficient access to information on any enterprise intranet. The need for organization is heightened as the volume and variety of information increase along with the difficulty for users to find what they need. Today, all intranet managers must address the challenges of information organization. This half-day workshop details the steps of building a successful intranet taxonomy, provides quality assurance insights, and addresses project management issues. A practical example of taxonomy design illustrates the critical phases of the process, plus how to manage its implementation and measure its success.

ALL WELCOME

Announcing a series of free Cybertours and Drive Thru sessions for Internet Librarian 2002 Exhibit Hall visitors. Taking place in the Presentation Theatre in the Exhibit Hall, these Cybertours and Drive Thrus cover a range of topics and 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! There is no need to register, simply pick the Cybertour or Drive Thru of interest to you and arrive at the Presentation Theatre within the Internet Librarian 2002 Exhibit Hall at the appropriate time.

TUESDAY, NOVEMBER 5

Tools & Techniques for Internet Librarians

11:00 a.m. – 11:15 a.m.

Come hear about the latest tools and techniques used by an expert, **Gary Price,** Editor, Virtual Acquisition Shelf & News Desk, so you too can keep current with new Internet reference resources. On this drive thru the co-author of the *Invisible Web* shares the tools he uses to monitor the 'Net and keep current, as well as some tips for finding quality material.

Bates' Competitive Intelligence Cybertour

12:00 p.m. – 12:15 p.m.

Do you need to keep track of your organization's competitors and the competitive landscape in general? In this fast-paced cybertour **Mary Ellen Bates,** industry expert and author of *Super Searchers Do Business* and *Super Searchers Cover the World,* covers the top sites and techniques for competitive intelligence gathering.

Next Generation Library Users

1:00 p.m. – 1:15 p.m.

So what do we need to know about our future clients? Are they different than us? Yes, says this global trend watcher, **Stephen Abram,** VP Corporate Development, Micromedia ProQuest. So what do we do? Come and hear some potential strategies for dealing with nextgen patrons on this interesting drive thru.

Strategies for a High Tech Reference Desk

2:00 p.m. – 2:15 p.m.

On this drive thru **Irene McDermott,** San Marino Public Library and author of *The Librarian's Internet Survival Guide,* provides useful troubleshooting tips and advice, Web resources for answering reference questions, and strategies for managing information and keeping current.

Cybertour of Homeland Security Sites

3:00 p.m. – 3:15 p.m.

Go on a reconnaissance mission with **Donna Scheeder,** Congressional Research Service, Library of Congress, and survey the key resource sites for Homeland Security issues in the Executive and Legislative branches. In addition, this cybertour provides a host of informative links to public policy organizations and key publications. No security clearance required!

Exploring the Wayback Machine

4:00 p.m. – 4:15 p.m.

Are finding dead links and vanished Web sites important to you? Then join our expert, **Greg Notess,** Reference Librarian, Montana State University and Creator, Search Engine Showdown, on this drive thru exploration of the World Wide Web of yore, and learn how to use advanced features of the Wayback Machine from the Internet Archive.

EXHIBIT HOURS

Monday, November 4 . . . . **5:00 p.m. – 7:00 p.m.** . . . . *Grand Opening Reception*

Tuesday, November 5 . . . . **9:45 a.m. – 5:00 p.m.**

Wednesday, November 6 . . . . **9:45 a.m. – 3:30 p.m.**

***Internet** Librarian 2002*

The Invisible Web (IW)

11:00 a.m. – 11:15 a.m.

Some of the authoritative information accessible over the Internet is virtually invisible to search engines. Other material, often time sensitive content, can't be located via search engines. So how can you take advantage of the IW? How can you find this content? Our expert, **Chris Sherman,** Co-Author, *The Invisible Web* and Editor, *SearchDay Newsletter,* gives you a glimpse on this drive thru at how to take advantage of the invisible web.

Consumer Health Info Cybertour

12:00 p.m. – 12:15 p.m.

Whether it's information about a health care provider, some new treatment, or any of the other infinite health issues that confront the health consumer, the wealth of information can by daunting. On this cybertour hear our expert, **Micki McIntyre,** HealthyNJ Librarian, UMDNJ Health Sciences Library, share a compendium of sites focusing on consumer health.

Cybertour of Free Periodicals & Journals on the Net

1:00 p.m. – 1:15 p.m.

If you know where to look, you can find many Web sites that offer free content. **Judith Harris,** Collection Development Librarian, El Camino College illustrates where to find individual periodical titles with a substantial free archive, like *Scientific American,* government sites, newspapers and databases that index and present full-text periodical articles, like MagPortal.

Internet Printing Solutions

2:00 p.m. – 2:15 p.m.

Printing from the Internet has special challenges, white text that prints as invisible ink, frames that print the wrong portion, long pages of which only a part is wanted, pages that just don't print at all or print in a distorted or coded form, and images that were not meant to be printed. If you can see it, you can print it. Hear indispensable tips and tricks on this drive thru for dealing with peculiarities of the browsers and finding printing solutions from **Irene Adams,** Chaffey College.

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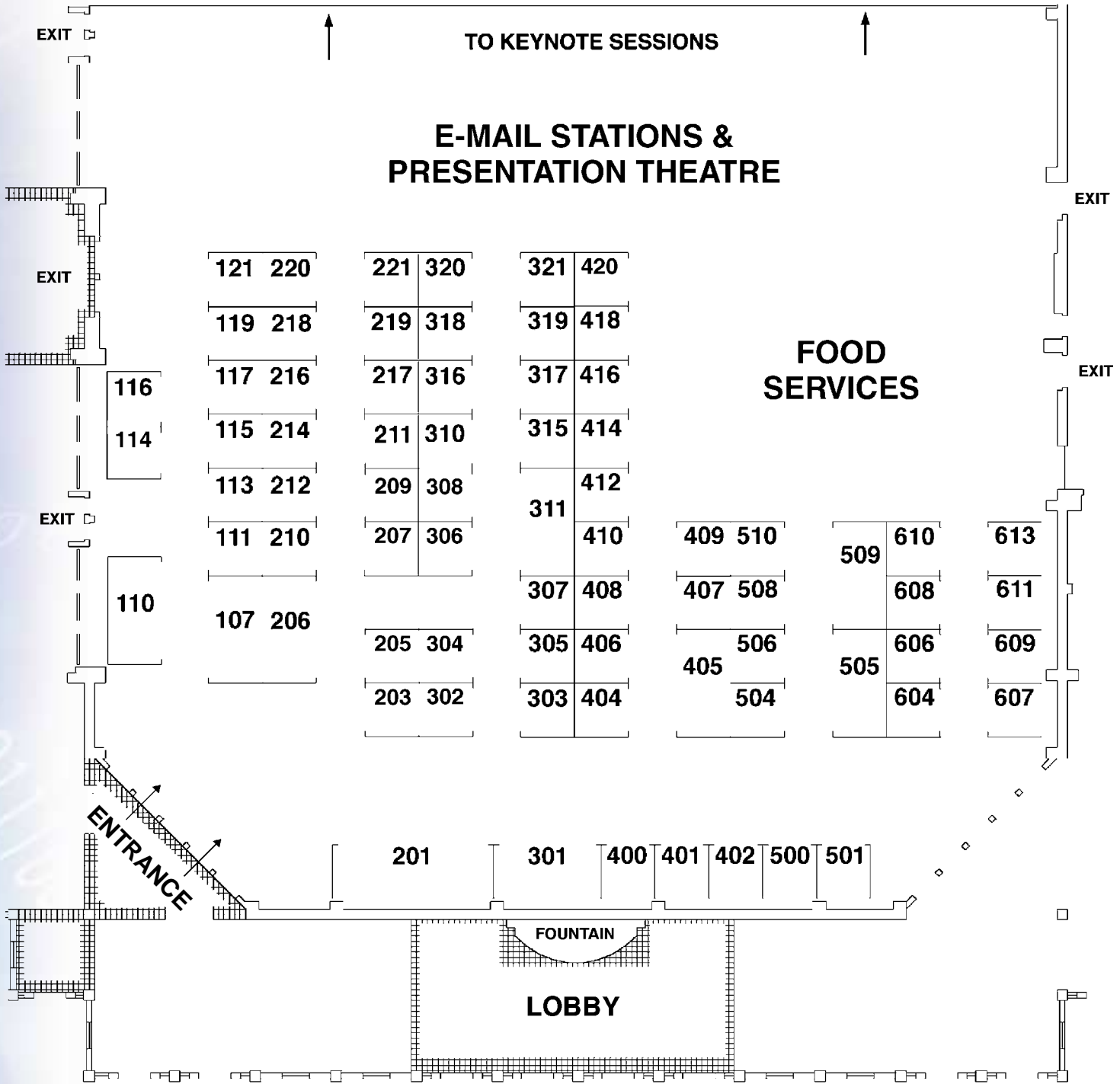
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Monday, November 4 . . . . 5:00 p.m. – 7:00 p.m. . . . . *Grand Opening Reception*

Tuesday, November 5 . . . . 9:45 a.m. – 5:00 p.m.

Wednesday, November 6 . . . . 9:45 a.m. – 3:30 p.m.

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