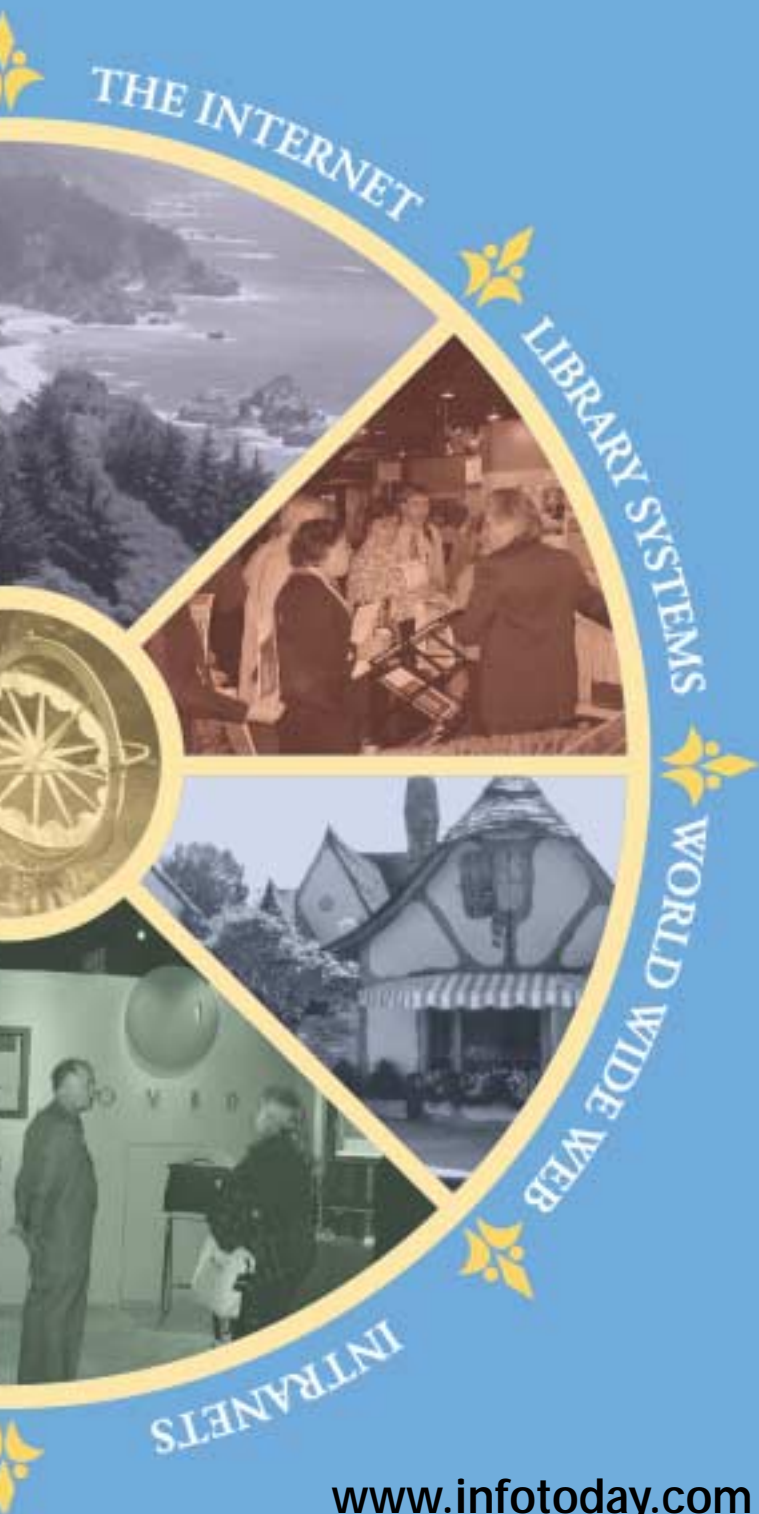


Internet Librarian 2005

The Internet
Conference and
Exhibition for Librarians
and Information
Managers



October 24–26, 2005
Monterey
Conference
Center

PORTOLA PLAZA HOTEL
& MONTEREY MARRIOTT
Monterey, California

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FINAL PROGRAM

www.infotoday.com

IL Demo Derby @ Monterey Public Library

The first annual "Show Off Your Library" event at Internet Librarian will quickly become a crowd favorite. Learn about creative projects, Web site designs, resource pages, and more from your fellow attendees. Short, nugget-filled presentations will inspire you before the conference even begins!

Grand Opening Reception

Information Today invites all attendees and exhibitors to the opening of the Internet Librarian 2005 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.

Coffee and Danish Hour

Coffee and danish are provided for attendees Monday, Tuesday, and Wednesday mornings from 8:00 a.m. – 9:00 a.m. outside the San Carlos Ballroom (before the Keynotes). Complimentary coffee will be available in the Exhibit Hall Tuesday and Wednesday mornings at 9:45 a.m. The afternoon break on Tuesday is at 3:15 p.m. and the afternoon break on Wednesday is at 2:00 p.m.

Cybertours

Free 15 minute presentations covering a wide range of topics for Exhibit Hall visitors will be held on Tuesday and Wednesday at the CyberCorner in the Exhibit Hall. See page 28 for more details.

Internet Cafe

Check your e-mail during regular exhibit hours at the Internet cafe in the Exhibit Hall.

Dine Arouds

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

AIIP Technology Award

Information Today, Inc. is pleased to announce that the Association of Independent Information Professionals (AIIP) will present the seventh annual AIIP Technology Award during the Tuesday keynote session of Internet Librarian 2005. The award recognizes innovative products that enhance the working environment of the independent information professional.

CD-ROMs

Don't miss a thing! All sessions are being recorded and are for sale at the conference. To order your CD-ROM at a special attendee savings, visit the Digital Record table located in the registration area for more information, or visit their Web site at www.digitalrecord.org.

Tuesday Evening Session

On Tuesday, October 25 from 7:30 p.m. – 9:00 p.m. join Stephen Abram and a panel of experts for **Googlelibrary: The Status Quo of Tomorrow's MEGALIBRARY**. More details, page 24.

Association Sponsors

Information Today, Inc. would like to thank the Medical Library Association, and the Special Libraries Association for their support of Internet Librarian 2005.

Program Chair *Jane I. Dysart, Dysart & Jones Associates*

Organizing/Review Committee

D. Scott Brandt
Purdue University Libraries

Steven M. Cohen
PubSub Concepts

Darlene Fichter
University of Saskatchewan

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Law Library of Congress

Michael Stephens
St. Joseph County Public Library

We are pleased to present the ninth annual Internet Librarian conference and exhibition—the ONLY conference designed for information professionals who are using, developing, and embracing Net and Web-based strategies in their roles as information searchers, 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.

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PRECONFERENCE WORKSHOPS

SATURDAY, OCTOBER 22

1:30 p.m. – 4:30 p.m.

- W1: Creating Online Tutorials in Less Than 30 Minutes
- W2: Organizational Weblogs
- W3: Collaborative Approach to Solving Information, KM & Intranet Issues
- W4: Implementing Federated Searching and OpenURL-based Linking Services
- W5: Navigating the Multimedia Multi-Format Web

SUNDAY, OCTOBER 23

9:00 a.m. – 4:30 p.m.

- W6: Searchers Academy
- W7: Web Managers Academy

9:00 a.m. – 12:00 p.m.

- W8: How to Get the Right "Mix" of Services
- W9: Advanced Weblogs: Applications, Technology, Cases
- W10: Technology Planning for Libraries: Avoiding Technolust & Technobust
- W11: Practical XML & XSLT
- W12: Open Source Communication & Collaboration Tools
- W13: Current Awareness Delivery Options
- W14: The Mechanics of Licensing Digital Info

1:30 p.m. – 4:30 p.m.

- W15: Marketing Library & Info Services
- W16: Communities of Practice & Knowledge Exchange
- W17: Teaching the Internet
- W18: Harvesting Metadata Using OAI-PMH
- W19: Building Taxonomy Structures that Support Your Enterprise Goals
- W20: Technology Planning for Public Libraries
- W21: School Librarians = Information Gurus

■ — Monterey Conference Center

■ — Portola Plaza

■ — Marriott

EXHIBIT HOURS

Monday, October 24 5:00 p.m. – 7:00 p.m.
Grand Opening Reception

Tuesday, October 25 9:45 a.m. – 4:00 p.m.

Wednesday, October 26 9:45 a.m. – 2:30 p.m.

SUNDAY, OCTOBER 23

5:00 p.m. – 6:00 p.m. — **IL Demo Derby @ Monterey Public Library** | 625 Pacific Street | Community Room

The first annual "Show Off Your Library" event at Internet Librarian will quickly become a crowd favorite. Learn about creative projects, Web site designs, resource pages, and more from your fellow attendees. Short, nugget-filled presentations will inspire you before the conference even begins!

MONDAY, OCTOBER 24

9:00 a.m. – 9:45 a.m.

San Carlos Ballroom

OPENING KEYNOTE | Shifting Worlds | Lee Rainie, Pew Internet and American Life Project

9:45 a.m. – 10:15 a.m.

COFFEE BREAK

TRACK A
Steinbeck Forum
INFORMATION DISCOVERY & SEARCH

A101: Information Discovery @ SunLibrary

A102: Thirty Search Tips in 40 Minutes

A103: Federated Search Engines & Subject Pages

A104: Desktop Search Utilities

A105: Tips for Keeping Up: Expert Panel

A106: Tips for Keeping Up: Expert Panel (continued)

TRACK B
De Anza I
TOP TECH TRENDS FOR PUBLIC LIBRARIES (PLs)

B101: Web Trends & Innovations

B102: Digital Content

B103: People and Technology

B104: Social Software & Sites for PLs

B105: Hardware Solutions

B106: Future Tech Trends for PLs

TRACK C
De Anza III
WEB DESIGN & DEVELOPMENT

C101: Library Terms That Users Understand

C102: Users Driving Web Site Changes

LUNCH BREAK— Visit the Exhibits

C103: Choosing the Right CMS

C104: Enabling a New Generation of Library Technology

C105: Taxonomy for Metadata & Information Architecture

C106: Web Wizard's Cool Tools

TRACK D
De Anza II
DIGITAL RESOURCES

D101: Institutional Digital Repositories

D102: Institutional Digital Repositories (continued)

D103: Global Content Integration

D104: Mobile Learning: Where Will It Take Us?

D105: Playing in the Digital Sandbox

D106: The Public Library as the Center of a Digital World

EXHIBIT HALL GRAND OPENING RECEPTION

MONDAY, OCTOBER 24

Bonsai

9:00 a.m. – 10:00 a.m.

OPENING KEYNOTE:

The New Read/Write Web: Transforming the Classroom

SCHOOL LIBRARIES AT THE CENTER OF LEARNING:

10:15 a.m. – 11:00 a.m.

S101: Library-Centered Content Management

11:15 a.m. – 12:00 p.m.

S102: Connecting Content; Curriculum, and State Standards of Learning

PRACTICAL AND PROFESSIONAL MATTERS

1:15 p.m. – 2:00 p.m.

S103: Beyond Acceptable Use?—Ethical and Intellectual Use

2:15 p.m. – 3:00 p.m.

S104: You Can Get That National Board Certification

3:15 p.m. – 4:00 p.m.

S105: The Internet, Your Students, and College

4:15 p.m. – 5:00 p.m.

S106: Getting Teachers their Own Web Pages—The Options

TUESDAY, OCTOBER 25

Bonsai

INTERNET-BASED TECHNOLOGY AND INFORMATION TRENDS

9:00 a.m. – 9:45 a.m.

S201: Federated Searching: The Promise and the Reality

10:00 a.m. – 10:45 a.m.

S202: Exploratorium.edu on Internet2

11:15 a.m. – 12:00 p.m.

S203: Google Print versus Google Scholar: What's All the Fuss?

TAPPING TECHNOLOGY AND THE WEB TO BUILD LEARNING

1:30 p.m. – 2:15 p.m.

S204: Online and Ready to Go—Creating Web-Enhanced Lessons

2:45 p.m. – 3:30 p.m.

S205: Book Backdrops: Bringing Historical Fiction to Life with Primary Resources

3:45 p.m. – 4:30 p.m.

S206: Rapid Fire Ideas! Authentic Lessons to Make Kids Think Using What You Have Right Now!

TUESDAY, OCTOBER 25

San Carlos Ballroom

KEYNOTE | Social Computing & the Info Pro | Elizabeth Lane Lawley, Rochester Institute of Technology

9:00 a.m. – 9:45 a.m.

9:45 a.m. – 10:30 a.m.

COFFEE BREAK— Visit the Exhibits

TRACK A Steinbeck Forum COMMUNITIES & COLLABORATION

A201: What's Hot & New in RSS, Blogs, & Wikis

A202: Library Blogs—Ethics & Guidelines

TRACK B De Anza I DRIVING PERFORMANCE: STRATEGIES

B201: People and Technology: Barriers & Strategies

B202: Blogging Behind the Corporate Firewall

TRACK C De Anza II PLANNING FOR THE FUTURE

C201: Accelerating Planning

C202: Planning for the Future

TRACK D De Anza III LEARNING

D201: Alternative Roles in Supporting Education Online

D202: Creating Alternative Online CE

10:30 a.m. – 11:15 a.m.

11:30 a.m. – 12:15 p.m.

LUNCH BREAK— A chance to visit the Exhibits

A203: Marketing the Weblog

A204: Blogging @ the University

B203: The Design & Management of Great Info Services

B204: Document Rescue & Recovery for KM

C203: Net Future: Internet2 & Croquet

C204: Using XML for Wireless Access

D203: Web Tools for 21st-Century Learners

D204: Developing Information Literacy Tutorials Online

12:15 p.m. – 1:30 p.m.

1:30 p.m. – 2:15 p.m.

COFFEE BREAK— Visit the Exhibits

A205: Blogs & Wikis Face Off

De Anza I

B205: Personal Knowledge Management (KM)

C205: Planning for a Handheld Mobile Future

D205: Designing Online Learning

7:30 p.m. – 9:00 p.m.

TUESDAY EVENING SESSION | Google-brary: The Status Quo of Tomorrow's MEGALIBRARY

WEDNESDAY, OCTOBER 26

San Carlos Ballroom

KEYNOTE | Google: Catalyst for Digitization? | Roy Tennant and Rich Wiggins

9:00 a.m. – 9:45 a.m.

9:45 a.m. – 10:30 a.m.

COFFEE BREAK— Visit the Exhibits

TRACK A Steinbeck Forum SEARCH ENGINES (SES) & BEYOND

A301: Search Engine Update

A302: Fueling Engines for the Future

TRACK B De Anza I NEW "I" ROLES

B301: "I" Roles—Who & What do We Teach?

B302: Changing Roles for Librarians

TRACK C De Anza III SYSTEMS & OPERATIONS MANAGEMENT

C301: Preparing for ERM

C302: Interoperability: Creating a Cohesive Online Experience

TRACK D De Anza II INTRANETS & PORTALS

D301: CNN Library Intranet

D302: Fostering Collaboration with Wikis and Weblogs

10:30 a.m. – 11:15 a.m.

11:30 a.m. – 12:15 p.m.

LUNCH BREAK— A chance to visit the Exhibits

A303: Evaluating Search Tools

A304: Beyond Search Engines

B303: CI Strategies, Services, Skills, & Sources

B304: Web Winners!

C303: Building a (Nearly) Free Virtual Collaboration Suite

C304: Building Tools for Streaming Workflows in a Digital Library

D303: Portal Perspective: Library & IT

D304: Expert Reviews of Real-World Intranets

Steinbeck Forum

3:45 p.m. – 4:30 p.m.

CLOSING KEYNOTE | Competing with Google: Library Strategies | Stephen Abram, Sirsi Corporation

PRECONFERENCE WORKSHOPS—SATURDAY, OCTOBER 22

Creating Online Tutorials in Less Than 30 Minutes

1:30 p.m. – 4:30 p.m.

Greg Notess, Montana State University

Online tutorials used to be extremely time intensive to create. With the increase in reference and instruction to distant users in all types of libraries, and the need for just-in-time learning in many organizations, we need quicker ways to create tutorials to transfer information and demonstrate online library resources. New tools make it quick and easy to create online demonstrations and tutorials with a minimum of effort, to record screen actions and to add a voice commentary. Explore using software such as Camtasia, Captivate, and even PowerPoint to quickly create online tutorials for your distance users.

W1

Organizational Weblogs: Opportunities, Strategies, Tools

1:30 p.m. – 4:30 p.m.

Darlene Fichter, Data Library Coordinator, University of Saskatchewan

Michael Stephens, Technology Librarian, St. Joseph County Public Library

Many libraries are experimenting with Weblogs for marketing, staff development, knowledge sharing, and news. Hear about some of the ways Weblogs have benefited large and small libraries. Learn about Weblog software choices and features to look for when choosing blogging software. Discuss features such as RSS syndication, comments, permalinks, and editorial roles. Pick up some practical do's and don'ts of blog publishing. Keep on top of this new software and its applications by listening to our experts who share real-world case studies. Stay ahead of your users who are creating Weblogs at a furious pace and consider how your library can offer better services to Webloggers in the community who want to link and comment on information in library's storehouses of licensed content.

W2

Collaborative Approach to Solving Information, KM & Intranet Issues

1:30 p.m. – 4:30 p.m.

Deb Wallace, Principal, Wallace Consulting & Co-Author, Leveraging Communities of Practice for Strategic Advantage

Using on-site teams of practitioners registered for the conference, this interactive workshop starts on Saturday afternoon with a half-day workshop and

W3

concludes on Tuesday evening with team solutions presented to an expert panel for feedback and suggestions. If you are tussling with an issue in your organization and want a team of peers to work collaboratively on a potential solution, then sign up for this exciting new experiment at the conference. Prior to arrival at the conference, participants will be polled regarding issues they'd like to pursue. Workshop leaders will group these into challenge themes that will form the basis of the collaborative problem-solving approach. This workshop requires critical thinking, collaboration, and a real desire to complete a mission. The results of the process will be exhilarating! Check www.infotoday.com/il2005 for more details.

Implementing Federated Searching and OpenURL-based Linking Services

1:30 p.m. – 4:30 p.m.

Frank Cervone, Assistant University Librarian for Information Technology, Northwestern University

Federated searching is the next major service libraries will offer on the web. At this workshop, using a case study approach, you'll learn how federated searching provides a single, unified interface to multiple products which results in better use of resources by your patrons. In addition to looking at what providers are available today, you'll explore what's involved in implementing a federated search service and how it impacts the library overall. Finally, this workshop will demystify how new technologies and standards, such as OpenURL, OAI-PMH, SRU/SRW, and DOI relate to these new services.

W4

Navigating the Multimedia Multi-Format Web

1:30 p.m. – 4:30 p.m.

Ran Hock, Author of The Extreme Searcher's Internet Handbook & The Extreme Searcher's Guide to Web Search Engines

Among current Web trends, one of the most significant and exciting is the growing importance, quantity, and searchability of non-HTML content. This includes video, audio, and images, plus a number of other non-HTML formats such as RSS/XML and other file types. This workshop explores the availability and searchability of such content and provides attendees with skills, techniques, and tricks for most effectively accessing it. Hock also covers the increasing role of RSS, speech recognition, and other technologies in providing extensive metadata, searchable transcripts, improved relevance, and other valuable features that can accompany these resources.

W5

IL Demo Derby @ Monterey Public Library

SUNDAY, OCTOBER 23 | 5:00 p.m. – 6:00 p.m.

Monterey Public Library | 625 Pacific Street | Monterey, CA 93940

Presentations and Library Tours

MODERATOR: *Stephen M. Cohen, PubSub Concepts Inc.*

Internet Librarian's first Demo Derby is being hosted by Monterey Public Library. Participants share creative initiatives in short, nugget-filled presentations. Those showing off their creative projects include:

Web-Based Skills Assessments for Library Staff

Joe Kaju & Charles Gimon, Minneapolis Public Library

Middle School Students Using Leading Edge Technology

Chris Quintana, Assistant Professor, Learning Technologies, School of Education, University of Michigan & Sally J. Roof, Madison Meadows Librarian, Arizona

Educational Software Preview Guide

Susan Dahl, Education Specialist, Fermilab Lederman Science Center

PRECONFERENCE WORKSHOPS—SUNDAY, OCTOBER 23

Searchers Academy

9:00 a.m. – 4:30 p.m.

W6

FULL DAY

MODERATOR: **Mary Ellen Bates**, Principal, Bates Information Services
FACULTY:

Gary Price, Publisher, ResourceShelf.com

Greg Notess, Publisher, Search Engine Showdown

Mary Ellen Bates, Author, Super Searchers Cover the World

Ran Hock, Principal, Online Strategies, & Author, Yahoo! to the Max

Want to sharpen your skills? Learn from the experts? Join search veterans, speakers, 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 fast-paced, 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 of Web research. Participants should have basic experience with Web searching, but even searchers with extensive Internet background will find tips to polish and advance their skills and will certainly come away with new resources and tools. Academy topics include Search Engine Review, Searching the Invisible Web, Tips for Using Top SEs, Cool Tools & Techniques, and Ask an Expert.

Web Managers Academy: Building Next-Generation Library Web Sites

9:00 a.m. – 4:30 p.m.

W7

FULL DAY

Darlene Fichter, Data Library Coordinator, University of Saskatchewan
Frank Cervone, Assistant University Librarian for Information

Technology, Northwestern University

Jeff Wisniewski, Web Services Librarian, University of Pittsburgh

Marshall Breeding, Library Technology Officer, Vanderbilt University

You've done usability testing, you've done some redesign, but you still need to make your site more responsive to your customer's needs. Come and learn about the latest trends and techniques to create more customer/patron-friendly Web sites. Leave with a clear understanding of what federated searching and OpenURL resolvers are and how both can improve your Web site; how to enable publishing of customized and personalized content; and the latest in good design and usability research and practice. The session provides opportunities for discussions and sharing expertise with other attendees. Taught by experienced experts, this workshop is a good, 1-day crash course for Web development managers wanting to move to the next level.

Service Strategy: How to Get the Right "Mix" of Services

9:00 a.m. – 12:00 p.m.

W8

Rebecca Jones, Partner, Dysart & Jones Associates

Libraries and information centers have a long tradition of adding new services or enhancing existing services and programs in response to client needs and wants. This tradition results in a portfolio of services and products that grows with more "addition" than "subtraction." But as resources continue to tighten, libraries need to make tough decisions that better balance the "adding" with "subtracting." In the nonprofit and business environments, this is called service portfolio management. This workshop outlines what libraries can learn from other sectors by using a systematic method to make those tough decisions and effectively manage their service portfolios.

Advanced Weblogs: Applications, Technology, Cases

9:00 a.m. – 12:00 p.m.

W9

Steven M. Cohen, Library Scientist, PubSub Concepts, Inc., & Editor, LibraryStuff.Net

Jenny Levine, The Shifted Librarian

This workshop focuses on the more advanced features of Weblogs and RSS. Topics include how to get the most out of Weblogs and RSS (marketing, creating a user community), resources for a more customized approach to RSS,

and ways in which both can be implemented into the library environment. It uses case studies to illustrate applications and best practices and highlights the affordable, applicable technology for making these applications work. It provides opportunities for peer discussions as well as working with the advanced features of the tools discussed.

Technology Planning for Libraries: Avoiding Technolust & Technobust

9:00 a.m. – 12:00 p.m.

W10

Michael Stephens, St. Joseph County Public Library

Aaron Schmidt, Reference Librarian, Thomas Ford Memorial Library

Deploying new technologies requires effective technology planning. How do we serve our users with innovative technology and still remain within our budgets? Michael Stephens discusses current hot technologies such as RFID, WiFi, MP3, DRM, and federated searching and how these technologies might fit into library technology plans. He covers what to consider when planning new technology initiatives, including cost, training, ROI, staffing, etc. Technolust (defined as wanting technology for the sake of technology) is a frequent pitfall for technology enthusiasts. Learn how to create a well-written technology plan that serves as a guide to help you avoid technobust!

Practical XML & XSLT

9:00 a.m. – 12:00 p.m.

W11

Roy Tennant, eScholarship Initiative, California Digital Library

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

Open Source Communication & Collaboration Tools

9:00 a.m. – 12:00 p.m.

W12

May Chang, Web Development Librarian, NCSU Libraries

There has been a tremendous growth in Web-based applications, particularly in the areas of communication and collaboration. These applications include discussion forums, Weblogs/RSS, wikis, and instant messaging systems. This workshop focuses on lightweight, inexpensive, and practical tools which are readily available as open source software, and can be easily implemented in libraries as part of client and staff services. It draws on the experience of current real-world implementations and covers the applications and technology, best use cases, installation, and implementation processes. Current developments such as podcasting and photoblogging are also highlighted.

Current Awareness Delivery Options

9:00 a.m. – 12:00 p.m.

W13

Gary Price, Co-Author, The Invisible Web, Publisher, ResourceShelf.com, & News Editor, Search Engine Watch

Genie Tyburski, Web Manager, The Virtual Chase, Ballard Spahr Andrews & Ingersoll, LLP

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

PRECONFERENCE WORKSHOPS—SUNDAY, OCTOBER 23

The Mechanics of Licensing Digital Information

9:00 a.m. – 12:00 p.m.

K. Matthew Dames, Founder & Principal, Seso Group Digital Information Advisors, & Executive Editor, *SNTRReport.com*

License agreements have become as common as the electronic information being protected. If you use Lexis or JSTOR, Microsoft Word, or an iPod, you have consented to a license agreement. Many info pros do not totally understand license agreements—the terms contained; their relation to copyright law; or their impact on customers, institutions, or themselves. This workshop explains what license agreements are, how these agreements impact the traditional model of acquiring information, and how to read and interpret them.

W14

Marketing Library & Information Services: A Practical Approach

1:30 p.m. – 4:30 p.m.

Christie Koontz, Director, GeoLib Program, Florida State University

Marketing is a process you do over and over again, a tried and true systematic approach for matching services and products (offers) to a customer's wants, needs, and desires. Customer satisfaction is the goal; increasing the acquisition of goods or services is typically the objective. Marketing is one of the primary forces of any successful business. And it is the key ingredient in the success of any library or information agency, physical or virtual. Successful marketing is the systematic process of identifying a customer group(s) and what they want, efficiently delivering that offer, effectively communicating the offer, and evaluating success, based upon measurable objectives.

W15

Communities of Practice & Knowledge Exchange

1:30 p.m. – 4:30 p.m.

Deb Wallace, Principal, Wallace Consulting & Co-Author, Leveraging Communities of Practice for Strategic Advantage

Creating strategic advantage by leveraging information and managing knowledge within an organization is a primary responsibility of information professionals/librarians. With new business rules emerging in a global, knowledge-based economy, organizations are developing innovative knowledge and learning strategies to create a sustainable competitive advantage. A prominent strategy is to develop and support communities of practice. Learn how information professionals/librarians can contribute to the success of a community strategy by supporting information navigation and brokering, creating expertise networks, and facilitating knowledge access and exchange.

W16

Teaching the Internet

1:30 p.m. – 4:30 p.m.

D. Scott Brandt, Purdue University Libraries
Michael Stephens, St. Joseph County Public Library

It's 2005 ... do you know where your staff and patrons are? No doubt immersed in technologies like blogs and wireless! And no doubt you could use some help sharpening your knowledge in tech areas, and enhancing your skills in teaching them. That's why two savvy and experienced technology trainers bring you the latest in techy skills! New content covers blogs, cookies, e-books, firewalls, iPods, messaging, metadata, mobile devices, podcasts, RSS, search engines, spoofs & spyware, and wireless. A new format presents mini-training sessions covering each topic! New techniques offer more exercises and evaluations for students, with new take-aways!

W17

Harvesting Metadata Using OAI-PMH

1:30 p.m. – 4:30 p.m.

Roy Tennant, User Services Architect, eScholarship Initiative, California Digital Library

Over 3 million digital objects (research papers, historical photographs, digital maps, etc.) are available for anyone to use from open access repositories. Many of these repositories comply with the Open Archives Initiative Protocol for Metadata Harvesting (OAI-PMH). This workshop shows you how to use free software to create your own searchable collection of these useful online resources. Also covered are practical tips and cautions about harvesting metadata, as well as future trends.

W18

Building Taxonomy Structures that Support Your Enterprise Goals

1:30 p.m. – 4:30 p.m.

Katherine Bertolucci, Taxonomy & Information Management Consultant, Isis Information Services

Taxonomies arrange knowledge for superior information retrieval. This entertaining program teaches client-centered methods that support enterprise goals by emphasizing the selection and arrangement of vocabulary, categories, and organizational structure. Learn innovative techniques that personalize taxonomies from the perspective of the user and persuasive techniques for designing your taxonomy to support enterprise goals. The program includes examples from Bertolucci's experiences as Snoopy's librarian and her 25 years in taxonomy development.

W19

Technology Planning for Public Libraries

1:30 p.m. – 4:30 p.m.

Christopher Jowaisas, US Libraries Program Officer, Bill and Melinda Gates Foundation

Anna Leavitt, Project Coordinator - TechAtlas, WebJunction, OCLC

Brenda Hough, Technology Coordinator, Northeast Kansas Library System (NEKLS)

Keeping up with computer technology is a challenge for anyone, and particularly for busy librarians who have to work with modest budgets and staff resources. And computer technology itself is only part of the picture—you also need to understand and manage technology skills and training for your staff. Join WebJunction members who share their experiences, challenges, lessons learned and provide practical guidelines for building and maintaining your own technology plan with the aid of TechAtlas, a suite of Web-based technology management tools that are available for libraries through WebJunction.

W20

School Librarians = Information Gurus

1:30 p.m. – 4:30 p.m.

Deb Hunt, Senior Information Specialist, Exploratorium

In our schools today, ever-changing curriculum, new technologies, and shrinking budgets can seem overwhelming at times. Take heart. School librarians are the information gurus of the district. Not convinced? Come to this half-day workshop to find out how you can:

- Effectively teach others what they need to know about the resources in your library.
- Cultivate support from teachers, parents and your principal.
- Learn about cool Web tools that are free or inexpensive.

W21

GRAND OPENING RECEPTION

Information Today invites all attendees and exhibitors to the opening of the Internet Librarian 2005 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.

GENERAL CONFERENCE—MONDAY, OCTOBER 24

OPENING KEYNOTE

San Carlos Ballroom

9:00 a.m. – 9:45 a.m.

Shifting Worlds: Internet Librarians at the Forefront

Lee Rainie, Director, Pew Internet and American Life Project

Our world is definitely shifting with the Internet at the core of changes in behavior. Rainie discusses his project's current findings about how people use the Internet and looks at the profound impact ubiquitous connectivity is having and will have on the way people interact, participate in groups, and influence their surroundings in the future.

Coffee Break

9:45 a.m. – 10:15 a.m.

TRACK A

INFORMATION DISCOVERY & SEARCH

Steinbeck Forum

Discovering and finding information are the goals for everyone, even if we Internet librarians like to search and search and search! This series of programs looks at what's new for researchers and highlights many tools and tips for efficient information discovery and findability.

Moderated by Donna Scheeder, Director, Law Library of Congress

Information Discovery @ SunLibrary

A101

10:15 a.m. – 11:00 a.m.

Christy Confetti Higgins, SunLibrary Digital Library Program Lead, Sun Microsystems

R. J. Pittman, CEO, Groxis

An information visualization pilot project at Sun has led to interesting search results. SunLibrary Grokker retrieves thousands of search results from select content sources and presents them in topically organized graphical maps that enable users to easily explore results, discover new topics, and come to a deeper understanding of their subject than is possible with ranked lists of search results. This session shares lessons learned during the pilot, discusses the global deployment of information visualization at Sun, its partnership with Groxis and the power of information visualization.

Thirty Search Tips in 40 Minutes

A102

11:15 a.m. – 12:00 p.m.

Mary Ellen Bates, Bates Information Services

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

Lunch Break

12:00 p.m. – 1:15 p.m.

Self Discovery: Federated Search Engines & Subject Pages

A103

1:15 p.m. – 2:00 p.m.

Frank Cervone, Assistant University Librarian for Information Technology, Northwestern University

Darlene Fichter, Data Library Coordinator, University of Saskatchewan

Numerous usability studies demonstrate that library Web site visitors have difficulty locating and retrieving articles. The speakers describe two different approaches that work hand in hand for helping users locate relevant materials. Cervone shares recent results about the best placement of federated search boxes, display of search results, and design decisions in creating topical groups. Find out what works and what doesn't. Fichter describes the results of a series of tests looking at the effective design of browsable library subject pages. Through a rapid cycle of testing, design changes, and retesting, sub-

ject pages were adapted and changed based on user behavior. Both discuss challenges and lessons learned.

Desktop Search Utilities

A104

2:15 p.m. – 3:00 p.m.

Randolph Hock, Online Strategies

In a period of 4 months, Google, Ask Jeeves, MSN, and Yahoo! all announced desktop search utilities. Why? What can these tools do for you, and do you really want them to? How do they compare? What are you really searching? How well do they integrate with your Web searching? What controls do you have? What do the already-numerous plug-ins do for you? What are the downsides and the security issues? This session addresses these issues and gives you a better feel for whether you want to use these tools, and if so, which.

Tips for Keeping Up: Expert Panel

A105 & A106

3:15 p.m. – 4:00 p.m. & 4:15 p.m. – 5:00 p.m.

Gary Price, Founder, ResourceShelf.com, & Editor, Search Engine Watch
Genie Tyburski, Web Manager, The Virtual Chase, Ballard Spahr Andrews & Ingersoll, LLP

Steven M. Cohen, Library Scientist, PubSub Concepts, Inc., & Editor, LibraryStuff.Net

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

Exhibit Hall Grand Opening Reception

5:00 p.m. – 7:00 p.m.

TRACK B

TOP TECH TRENDS FOR PUBLIC LIBRARIES (PLs)

De Anza I

This track explores what top technology trends some public librarians are using to reach their users and explores how medium and small PLs can successfully implement some of those new technologies. With an eye toward cost, staffing and the ROI, these sessions offer useful tips, take-home examples, and loads of practical experience.

Moderated by Michael Stephens, St. Joseph County Public Library & Tame the Web

Web Trends & Innovations

B101

10:15 a.m. – 11:00 a.m.

Glenn Peterson, Hennepin County Public Library
Sarah Houghton, Marin County Free Library
David King, Kansas City Public Library

A lively opening to our day! Meet the experts for a discussion of the state of public library Web sites, including what smaller public library Web sites are

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focusing on in terms of content, tips for effective Web presence and maintenance, bold design and new technology, and what cutting-edge public library Web sites are doing and plan to do in the next year, including integrated subject guides and a team approach.

Digital Content

11:15 a.m. – 12:00 p.m.

Ken Weil & Joe Latini, South Huntington Public Library, Long Island, NY

Meet librarians who have implemented a successful audio books program in their libraries detailing many valuable lessons about choosing the right vendor, configuring the Web site, promoting, and eventually surveying users. And don't miss the librarians from the first public library to circulate iPod Shuffles!

B102

Lunch Break

12:00 p.m. – 1:15 p.m.

People and Technology

1:15 p.m. – 2:00 p.m.

David King, Kansas City Public Library
Michael Stephens, St. Joseph County Public Library

How do we manage technology, people, and ourselves in the public library environment where change is constant. King discusses how to hire and keep tech-savvy staff and Stephens presents ways to promote staff buy-in when planning and implementing technology.

B103

Social Software & Sites for PLs

2:15 p.m. – 3:00 p.m.

Jenny Levine, *The Shifted Librarian*
Jessamyn West, www.librarian.net

Learn what public libraries can do with social software and sites. Images! Bookmarks! Tags! Presented by two notable blogging librarians, this session offers tips and tricks to use in your library for marketing, outreach, and presence!

B104

Hardware Solutions

3:15 p.m. – 4:00 p.m.

Aaron Schmidt, Thomas Ford Memorial Library
Bernadine Goldman, Los Alamos County Public Library

Schmidt outlines the best practices for configuring the public computer. From reasons not to "dumb them down" to spyware solutions, these hints and tips offer useful insights for participants' public libraries! Goldman outlines how to take control of public library computing stations with step-by-step instructions and tips for planning.

B105

Future Tech Trends for PLs

4:15 p.m. – 5:00 p.m.

Sarah Houghton, Marin County Free Library
Joe Latini & Ken Weil, South Huntington Public Library
Jenny Levine, *The Shifted Librarian*
Aaron Schmidt, Thomas Ford Memorial Library

To finish the day, join another lively panel of practicing public library technologists for their forecasts and implications of new technologies. What's next? How do we plan successfully? How do we keep on top of this ever-shifting world? Take time for questions and discussion to round out the day!

B106

Exhibit Hall Grand Opening Reception

5:00 p.m. – 7:00 p.m.

TRACK C WEB DESIGN & DEVELOPMENT

De Anza III

This series of talks focuses on new tools, best practices, and strategies for creating effective Web sites. Join Webmasters from many different organizations who share their knowledge and experience.

Moderated by **Darlene Fichter**, University of Saskatchewan

Library Terms That Users Understand

10:15 a.m. – 11:00 a.m.

John Kupersmith, Reference Librarian, University of California, Berkeley

Your site may have superb content, elegant design, and cutting-edge technology, but do the users understand your text and know what the links mean? Kupersmith's widely used Web site is a clearinghouse of data mined from usability studies that indicate which library terms users do—and don't—understand. This session is packed with ideas and best practices for improving your site's terminology and incorporating this factor in your usability testing.

C101

Users Driving Web Site Changes

11:15 a.m. – 12:00 p.m.

Karen Coombs, Electronic Services Librarian, SUNY Cortland
Steve McCann, Digital Projects Librarian, University of Montana

We can discover a lot about our users and how they use our Web sites if we take time to observe their behavior online. Coombs offers an overview of the tools and systems used to capture information, including log files from Web servers, proxy servers, OPAC, and statistics from Interlibrary Loan system and OpenURL resolvers. She talks about how to create a picture of what library's Web-based resources are being used and where, as well as the path followed to discover them. McCann describes how "user personas" can effectively help with Web site design. User personas function as a way to capture a user's point of view while filtering out a site designer's own personal prejudices. McCann walks you through the process of building user personas based on analysis of Web site traffic logs and through a usability study at his university. Take away lots of ideas for creating more effective Web sites.

C102

Lunch Break

12:00 p.m. – 1:15 p.m.

Choosing the Right CMS

1:15 p.m. – 2:00 p.m.

Jeff Wisniewski, Web Services Librarian, University of Pittsburgh
Cheryl Stenstrom, Library Consultant, British Columbia Public Library

There is an array of products that offer content management systems (CMS), portal and blended solutions. What are some of the differences between portal implementations and CMS implementations and how are the two combined? Wisniewski provides an overview of features and services and touches on some of the tools. Stenstrom describes Mambo, a popular open source CMS system that has won several awards, including "Best of the Show" at LinuxWorld Expo. She shows how Mambo is being used as a publishing tool and how other plug-ins are helping to foster collaboration and information sharing among public librarians. Find out how easy Mambo is to install and configure, the range of modules available, and how the tool has been received by content providers and the community.

C103

Web Services: Enabling a New Generation of Library Technology

2:15 p.m. – 3:00 p.m.

Frank Cervone, Information Technology Librarian, Northwestern Univ.
Larry Mrazek, President, LCM Research, Inc.

"Web services" are services and components that can be used on the Internet to provide extended functionality. Web services offer a standard of providing information using XML-related technologies such as SOAP, WSDL, and UDDI. Cervone explains how Web services extend the func-

C104

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tionality of library services into new areas. Mrazek outlines methods of using Amazon's Web services to display additional information about books, CDs, and other media types on a Web-based library catalog. Web services provide an open interface to much of the content from Amazon's site, enabling libraries to include additional information (editorial reviews, customer ratings, book covers, and similar items) from Amazon's database and also to analyze it.

Taxonomy for Metadata & Information Architecture

C105

3:15 p.m. – 4:00 p.m.

Alice Redmond-Neal, *Thesaurus Development Manager, Access Innovations Inc.*

Information professionals remain experts in the development and management of controlled vocabularies and information structure and architecture. Redmond-Neal illustrates integrating search and display to maximize relevance. A case study of the MediaSleuth portal demonstrates the use of a taxonomy to access all documents tagged with individual taxonomy terms as well as expanded search using all taxonomic equivalents.

Web Wizard's Cool Tools

C106

4:15 p.m. – 5:00 p.m.

Darlene Fichter, *Data Library Coordinator, University of Saskatchewan*
Frank Cervone, *Information Technology Librarian, Northwestern Univ.*
Jeff Wisniewski, *Web Services Librarian, University of Pittsburgh*
Marshall Breeding, *Library Technology Officer, Vanderbilt University*
Greg Notess, *Publisher, Search Engine Showdown*

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

Exhibit Hall Grand Opening Reception

5:00 p.m. – 7:00 p.m.

TRACK D DIGITAL RESOURCES

De Anza II

This track focuses on how libraries are managing and optimizing digital resources to carve out new services and new positions for libraries within their communities. The libraries highlighted are "going where no libraries have gone before" in creating and operationalizing ways to manage and deliver digital content today and secure it for tomorrow.

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

Institutional Digital Repositories

D101 & D102

10:15 a.m. – 11:00 a.m. & 11:15 a.m. – 12:00 p.m.

Frank Cervone, *Information Technology Librarian, Northwestern Univ.*
James King, *Chief Librarian, Naval Research Laboratory*

By leading the way in institutional digital repository implementation, libraries have an opportunity to move from being passive transfer agents of information to active partners in dissemination. As digital publishing technologies transform the structure of scholarly communication, libraries must—and, in some cases—are setting the pace. All librarians need to understand why these repositories are critical, the issues involved, and the progress now underway. Learn about the issues, the progress, the libraries that are leaders today, and the factors related to selecting digital repository software.

Lunch Break

12:00 p.m. – 1:15 p.m.

Global Content Integration

D103

1:15 p.m. – 2:00 p.m.

Donna Scheeder, *Director, Law Library of Congress*

The Global Legal Information Network (GLIN) provides an interesting model for initiatives to create databases from primary content in many languages. This session will discuss the challenges faced by GLIN and the 54 member countries in integrating the authentic legal documents of the nations of the world into a one-stop shopping source for comparative legal research using authentic source material.

Mobile Learning: Where Will It Take Us?

D104

2:15 p.m. – 3:00 p.m.

Steve Schafer, *Director, Library Services, Athabasca University (AU): Canada's Open University*

AU specializes in distance learning and is one of the fastest-growing institutions in Canada, with course registrations nearly doubling in 5 years. Schafer looks first at how library services to distance students contribute to student success and to the growth of AU, then discusses how AU library services might evolve, integrating new technology into its processes to meet the unique expectations of the "video game generation" and those who are using handheld PDA devices.

Playing in the Digital Sandbox

D105

3:15 p.m. – 4:00 p.m.

Bruce Heterick, *Director, Library Relations, JSTOR*

ARTstor is a non-profit initiative, founded by The Andrew W. Mellon Foundation, with a mission to use digital technology to enhance scholarship, teaching, and learning in the arts and associated fields. In creating a large, online aggregation (~500,000) of digital images that can be used for teaching and research, one of the key challenges is to enable users to have a range of ways to integrate their individual and institutional content with content from ARTstor, either within ARTstor's Digital Library or in existing institutional environments (including interoperating with other digital repositories). This session focuses on intellectual property challenges, early lessons from ARTstor participants about interoperability, and lessons learned in creating APIs for importing content and integrating with other repositories, as well as tools developed and a few of the collaborative efforts underway to facilitate "playing" in that vast digital sandbox.

Glassworks: The Public Library as the Center of a Digital World

D106

4:15 p.m. – 5:00 p.m.

Erica Reynolds, *Web Content Manager, Tim Rogers, Associate Director of Operations & Sharyl McMillian-Nelson, Reference Manager, Johnson County Library*

To create glass, you must heat a mixture of raw materials to such an extreme that their molecular bonds break and then quickly cool the newly created substance in order to lock the atoms into a random state before they can form into a perfect crystal arrangement. In other words, glass, the very substance that makes our high-speed digital networks possible through fiber optics, is a type of frozen chaos. The potential for glass, like the potential of digital resources, is limited only by our imaginations. The goal of the Johnson County Library's Web site is to become the center of everything local and to create a clearinghouse of digital community information. To realize this goal requires creating, repackaging, and organizing content and providing the staff to develop and support the content. Using glassmaking as a metaphor for community Web development, presenters discuss the planning and future of the library's focus on creating and managing locally relevant Web content.

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KEYNOTE & AIIP TECH AWARD

San Carlos Ballroom

9:00 a.m. – 9:45 a.m.

Social Computing & the Info Pro

Elizabeth Lane Lawley, Director, Rochester Institute of Technology Lab for Social Computing, & Visiting Researcher, Microsoft Corp.

Information professionals have always been balanced at the center between knowledge, technology and people. Today, more than ever however, we need to find ways to integrate our activities into our clients' and communities' workflows and lives. There are opportunities and challenges associated with the new social technologies and practices and Lawley discusses recent research and trends which provide insights for us as we plan for the future.

Coffee Break—Visit the Exhibits

9:45 a.m. – 10:30 a.m.

TRACK A

COMMUNITIES & COLLABORATION

Steinbeck Forum

Moderated by **Steven M. Cohen**, PubSub Concepts, Inc. & Librarystuff.net

What's Hot & New in RSS, Blogs, & Wikis A201

10:30 a.m. – 11:15 a.m.

Steven M. Cohen, Library Scientist, PubSub Concepts, Inc., & editor, Librarystuff.net

RSS, Weblogs, and wikis are rapidly changing the way we provide information to our consumers, work together in an organizational structure, and communicate. This session highlights cutting-edge tools and techniques for libraries, hot new trends, resources, and advice. Join our expert for insights and ideas.

Library Blogs—Ethics & Guidelines A202

11:30 a.m. – 12:15 p.m.

Karen G. Schneider, Director, Librarians' Index to the Internet

Now that your library has a blog, RSS feeds, and incorporated a wiki into the mix, have you thought of the ethical considerations at play? Do you have guidelines for their use? Join a nationally recognized expert in ethical considerations concerning these areas and learn how you can make these tools work within a structured environment.

Lunch Break—A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

Marketing the Weblog A203

1:30 p.m. – 2:15 p.m.

Jill S. Stover, Undergraduate Services Librarian, Virginia Commonwealth University

This fast-paced session features case studies of libraries that not only put up a Weblog on their library Web site, but took the extra step to market it so it was read by their constituencies, as well as those blogs which are attracting large audiences. Learn what the best features are for gathering readers as well as the best ways to market a Weblog (as well as RSS) in the library setting.

Blogging @ the University A204

2:30 p.m. – 3:15 p.m.

Susan Herzog, Eastern Connecticut State University

Is blogging at the university the latest fad or an innovative tool? Are you looking for quick, easy, and affordable vehicles to market academic library services? Do you need to publicize new databases, new books and media, or information literacy instruction? Don't know HTML or don't have the time or skills to create Web pages? Blogging is rapidly becoming the new PR tool for

the savvy academic librarian. Discover why Harvard is studying blogs and how scholars are using blogs in their classrooms and as online research tools, vehicles for collaboration and academic publishing, and sites for academic discourse. This session, with live examples, focuses on the creative use of blogs in a variety of academic settings.

Networking Break in the Exhibit Hall

3:15 p.m. – 4:00 p.m.

Blogs & Wikis Face Off A205

4:00 p.m. – 5:00 p.m.

Steven M. Cohen, Library Scientist, PubSub Concepts, Inc., & editor, Librarystuff.net

Jenny Levine, The Shifted Librarian

This interactive session shows off blogs and wikis that the audience (both here and at home) have been working on all day and discusses the implications for collaborative work in libraries.

TRACK B

DRIVING PERFORMANCE: STRATEGIES

De Anza I

Moderated by **Janice LaChance**, Executive Director, SLA

People and Technology: Barriers & Strategies B201

10:30 a.m. – 11:15 a.m.

Luan Tran, Sr. Information Systems Specialist, Allergan Pharmaceutical Inc.

Jonathan Won, Program Manager, Information Dissemination Initiative, Los Angeles County Department of Health Services

Gaining benefits from thinking holistically is one of the key recommendations from the seven tactical guidelines that Gartner, Inc. created after analyzing six county e-government strategies. Best practices, such as those detailed in the Gartner report, can help info pros better engineer online services for their target populations, as well as think beyond the box to enable enhanced functionality in both the public and private sectors. Hear suggestions for overcoming information dissemination barriers and dealing with information overload.

Blogging Behind the Corporate Firewall B202

11:30 a.m. – 12:15 p.m.

Sabrina I. Pacifici, Law Librarian, Editor/Publisher of LLRX.COM

Blogging is all the rage, but it can be serious "business" in terms of disseminating the latest updates for marketing and research purposes. Pacifici provides a pathfinder comprising a range of services, sources, and examples of successful implementations to help speed you on your way in creating, and more importantly, maintaining what can be a vital resource for your organization.

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Lunch Break—A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

The Design & Management of Great Information Services

1:30 p.m. – 2:15 p.m.

Matthew Manning, VP Data Services, 365 Media, Inc.

Creating and managing world-class online news and reference information services involves many factors. Content quality is at least as important as having a great user experience, and creating both can be involved and expensive. Current best practices involve the following: the effective use of collaborative software platforms and offshore research teams to keep quality high while keeping costs low enough to offer the product at competitive prices; data normalization; proactive database updating via self-updating and news alerts that "push" updated information to directory/database managers; human interface designs that match usage patterns; effective/accurate search options; tools that integrate content into the workflow. Manning will examine how publishers and other online services managers are using all of these practices and more to build great products.

B203

Document Rescue & Recovery for KM

2:30 p.m. – 3:15 p.m.

Susan Braun, The Aerospace Corporation

As the corporation grays and the potential for loss of valuable knowledge looms, librarians at The Aerospace Corporation have embarked upon a major knowledge "rescue-and-recovery" effort. The team reviews and retrieves valuable corporate reports for digitization and entry into Aerolink, the LiveLink document management software application. It also digitizes content for reuse. This session focuses on the knowledge management (KM) processes implemented to preserve valuable internal scientific and technical knowledge and the role of librarians in those processes.

B204

Networking Break in the Exhibit Hall

3:15 p.m. – 4:00 p.m.

Personal Knowledge Management (KM)

4:00 p.m. – 5:00 p.m.

Robert Berkman, Editor, Information Advisor

With the recognition that many traditional KM initiatives did not succeed as hoped, there has been increasing interest in shifting the focus of KM efforts from that of the organization as a whole to that of the individual knowledge worker. This approach, which is also being driven by employees' frustrations in dealing with the ever increasing amount of digital information on their desktop, is called PKM. Berkman describes PKM, examines the role of info pros, identifies specific PKM strategies and tools, and illustrates with a case study of how info pros at one well known international organization got their own PKM project off the ground.

B205

Planning for the Future

11:30 a.m. – 12:15 p.m.

Christie Koontz, Research Associate, & Director, GeoLib Program, Florida State University

Today's competitive environment demands that businesses know who and where their customers are. Our speaker reviews terms such as customers vs. users, products vs. library services, and product prices vs. library costs, as well as retail vs. library facility location. Geographic data is processed and facilitated through Geographical Information Systems (GIS) technology that allows marketers to determine the socioeconomic and demographic profile of a geographic area and the surrounding regional population, as well as to create geographic market areas. This session is full of ideas from business as well as geographical and marketing data for information professionals to use in their future business decision-making.

C202

Lunch Break—A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

Net of the Future: Internet2 & Croquet

1:30 p.m. – 2:15 p.m.

Deb Hunt, Exploratorium

Marshall Breeding, Vanderbilt University

Internet2 is a university-led effort to develop advanced network applications for research and education utilizing a high-performance computer network that provides bandwidth, responsiveness, and reliability that is far superior to the widely used commercial Internet. Hunt shares experiences developing Exploratorium media and exhibits for distribution over Internet2 and other insights about content challenges and future directions. Breeding reports on the Croquet project, an exciting new environment for collaboration and resource-sharing. Croquet gives us a preview of what the next generation of the Web could look like... "a combination of computer software and network architecture that supports deep collaboration and resource sharing among large numbers of users within the context of a large-scale distributed information system. Along with its ability to deliver compelling 3D visualization and simulations, the Croquet system's components are designed with a focus on enabling massively multi-user peer-to-peer collaboration and communication."

C203

Using XML for Wireless Access

2:30 p.m. – 3:15 p.m.

Genie Tyburski, Web Manager, The Virtual Chase & **Jing Zhao**, Web Developer, Ballard Spahr Andrews & Ingersoll, LLP

Wireless applications present new challenges for Web developers and content managers. Information designed for use on a PC doesn't necessarily display well on a hand-held device. But with mobile information more in demand, libraries should consider making at least some of the information being provided available via wireless access. The Virtual Chase is working on a project to test the use of XML for delivering information to different devices, including various PDA brands and cell phones. Tyburski and Zhao will outline the goals of the project, explain why they chose XML over WML, summarize existing technical (and human) conditions, discuss the technology and software selected, and share the project's success or failure to date.

C204

Networking Break in the Exhibit Hall

3:15 p.m. – 4:00 p.m.

Planning for a Handheld Mobile Future

4:00 p.m. – 5:00 p.m.

Megan Fox, Web & Electronic Resources Librarian, Special Projects Analyst for Administration and Planning, Simmons College

As more and more of our clients and staff members arrive at the library with mobile handheld devices, such as PDAs, iPods and smart phones, it is increasingly important for librarians to understand both the possibilities and the limits of providing content and services for small screen mobile devices. This ses-

C205

TRACK C

PLANNING FOR THE FUTURE

De Anza II

Moderated by **Stephen Abram**, Sirsi Corporation

Accelerating Planning

10:30 a.m. – 11:15 a.m.

Rebecca Jones, Dysart & Jones Associates, & Director, Professional Learning, Faculty of Information Studies, University of Toronto

Organizations know the importance of strategic and business planning, but struggle with getting time for staff to do this planning. Jones outlines a process by which libraries can complete plans in days rather than months and yet still engage staff, stretch thinking, and articulate specific steps to take towards their desired future.

C201

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sion provides an overview of the current hardware available and how new technologies are making handheld computers not just palatable but preferable for on-the-go users. Fox highlights both what patrons are already doing on these tools — from text/instant messaging to local search for nearby restaurants and directions — as well as what libraries could be doing: mobile search (of the Web, the library catalog, or subscription databases); RSS news and other alerts (such as books coming due); podcasting and audio content.

TRACK D

LEARNING

De Anza III

Moderated by **D. Scott Brandt**, *Purdue Libraries*

Alternative Roles in Supporting Education Online

D201

10:30 a.m. – 11:15 a.m.

Athena Hoepfner, *Electronic Resources Librarian, University of Central Florida*

Meredith Ault, *Project Manager & Content Librarian, UTOPIA Project, University of Texas Libraries*

We start the day off looking at the wide swath of educational initiatives that can be carved out by libraries. Although important, information literacy isn't the only aspect on which we focus our attention and energies. Presented here are two interesting projects from different ends of the spectrum. The first looks at linking libraries within course management systems—how much and what kind of information the library can provide access to, compared to course packs (the traditional supplement to course readings). The second is an ambitious university library online educational outreach initiative, called UTOPIA, designed to share the treasures of the University of Texas at Austin with the people of Texas, and beyond.

Creating Alternative Online CE

D202

11:30 a.m. – 12:15 p.m.

Rebecca Richardson, *Technology Trainer, Purdue Libraries*

Jeff Humphrey, *Interactive Media Specialist, INCOLSA*

Learning takes many forms—teaching, training, instruction, in-service and continuing education (CE). Often the approach taken depends on the audience, but what we apply to staff can often easily be applied to patrons and students, and vice versa. Here we look at two distinct approaches to learning—short, concise applications, and an alternative that takes a little more overhead. Online Quik Guides present simple ways to address small learning demands, and IP-based video addresses bigger CE needs.

Lunch Break—A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

Web Tools for 21st-Century Learners

D203

1:30 p.m. – 2:15 p.m.

Paul Pival, *Distance Education Librarian, University of Calgary*
Sherri Vokey, *Remote Services Librarian, University of Nevada*

As the number of courses offered at a distance continues to rise, so does the number of students studying in a blended environment, where at least some of their time is spent accessing course work from off campus. Many tips and tricks are shared by two distance education librarians who make use of free Web tools to offer quality support to their distance students. Learn how to magically insert up-to-date information into multiple courses in virtually any course management system; how to put a cross-platform chat tool such as Chatango or Skype in front of the students where they log in, instead of on the library homepage; how to help professors bookmark subject-specific pages from across the Web and present them on a course Web site or course management system using applications such as del.icio.us, Furl, or CiteU-Like. Pival and Vokey also outline strategies for creating current awareness services and e-learning opportunities for distance learners.

Developing Information Literacy Tutorials Online

D204

2:30 p.m. – 3:15 p.m.

Sharon Radcliff, *Reference and Instruction Librarian, Saint Mary's College Library*

May Chang, *Web Development Librarian, & Carol Vreeland*, *NCSU Libraries*

One of the big side issues in deploying an online application is whether to approach it with a proprietary or open source philosophy. Depending on the setting, we often don't have much control over the online environment. Thus, two alternative approaches are contrasted here. The first discusses integrating information literacy into a subject area course in the curriculum within Blackboard. The second discusses a network of libraries using an open source content management system to develop a library tutorial with reusable learning objects.

Networking Break in the Exhibit Hall

3:15 p.m. – 4:00 p.m.

Designing Online Learning

D205

4:00 p.m. – 5:00 p.m.

Gregory Szczyrbak, *Learning Technologies Services Librarian, & Cheryl Lutz*, *Millersville University*

Rachel Zyrek, *Undergraduate Instruction Librarian, Babson College*

Designers of online learning have huge challenges ahead of them—how do you design in spaces where you don't have direct contact with individuals? How do you know what they think they want, or balance that against what you know they need? Our presenters give their views using two different platforms. First the pair looks at Captivate (formerly RoboDemo) to create online learning, then show how Camtasia is used in the creation of online tutorials as an increasingly important way to teach patrons.

TUESDAY EVENING SESSION

De Anza I—via Portola Plaza hotel Lobby Entrance

7:30 p.m. – 9:00 p.m.

Google-brary: The Status Quo of Tomorrow's MEGALIBRARY

Organized by **Barbara Quint**, *Editor, Searcher Magazine* | Moderated by **Stephen Abram**, *VP, Innovation, SirsiDynix*

Mark Sandler, *Collection Development Officer, University Library, University of Michigan* | **Rich Wiggins**, *Senior Information Technologist, Michigan State University* | **Adam Smith**, *Senior Business Product Manager, Google Print* | **Steve Arnold**, *Arnold Information Technology*

Here it comes! Or does it? A panel of librarians and a Google representative provide a status report on what's happening at the major research libraries now partnering with Google in the largest digitization project the world has ever seen. Come to the session and see the future of libraries as it evolves. Ask questions that need answering. Get answers today that will help you position yourself and your career plans in a Google-brary world. Or not?

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

GENERAL CONFERENCE—WEDNESDAY, OCTOBER 26

KEYNOTE

San Carlos Ballroom

9:00 a.m. – 9:45 a.m.

Google: Catalyst for Digitization? Or Library Destruction?

Roy Tennant, User Services Architect, eScholarship Initiative, California Digital Library

Rich Wiggins, Senior Information Technologist, Michigan State University

How much do we know about Google's plans? Are we excited? Frightened? Listen to the facts about Google Print, Google Scholar and other Google projects as we know them now. Hear our experts as they challenge each others opinions in the great Google debate!

Coffee Break—Visit the Exhibits

9:45 a.m. – 10:30 a.m.

TRACK A

SEARCH ENGINES (SEs) & BEYOND

Steinbeck Forum

Our day of search engine sessions this year focuses on the practical — daily tools, the impact of search engines for information professionals, as well as the future for search engines and what's next — beyond SEs!

Moderated by **Greg Notess**, *Search Engine Showdown*

Search Engine Update

A301

10:30 a.m. – 11:15 a.m.

Gary Price, Founder, ResourceShelf.com & Editor, Search Engine Watch

Greg Notess, Editor, Search Engine Showdown

This session looks at the trends in the search engine market for the coming year. It highlights recent changes in specific Web search engine tools, provides tips about what we should be looking for next year, and discusses the impact for information professionals. Our experts believe that dramatic changes may lie ahead for Internet librarians. Come hear their predictions!

Fueling Engines for the Future

A302

11:30 a.m. – 12:15 p.m.

DeWitt Clinton, Software Development Engineer, A9.com

David Mandelbrot, Vice President of Search Content, Yahoo!

Peter Norvig, Director of Search Quality, Google

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

Lunch Break

12:15 p.m. – 1:15 p.m.

Evaluating Search Tools

A303

1:15 p.m. – 2:00 p.m.

Mary Ellen Bates, Bates Information Services

New Web tools—search engines, metasearch engines, catalogs, and directories—meet our eyeballs on a regular basis. Many arrive with a great deal of hype, some of it legitimate, much of it exaggerated. How can we effectively assess Web search tools in order to determine if the tools can stand alongside other Web search essentials? Bates shares the criteria she uses for search tool assessment, as well as helpful methods for evaluating new search tools.

Networking Break in the Exhibit Hall

2:00 p.m. – 2:30 p.m.

Beyond Search Engines

A304

2:30 p.m. – 3:30 p.m.

John Dove, CEO, xrefer

R.J. Pittman, CEO, Groxis

Ryan Massie, Senior Product Manager, Ask Jeeves

This session looks beyond what's happening today and provides some insights about searching in the future.

TRACK B

NEW "I" ROLES

De Anza I

Sponsored by Medical Library Association (MLA), this track looks at information/Internet/intelligence roles and the skills necessary for info pros to thrive in the future.

Moderated by **Micki McIntyre**, *UMDNJ HealthyNJ Librarian*

"I" Roles—Who & What do We Teach?

B301

10:30 a.m. – 11:15 a.m.

Mike Crandall, The Information School

The rapid growth of the Internet and the Web have put information squarely into the eyes and ears of the public. As awareness rises, so does the demand for people who understand the complexity of information and have the background to effectively manage it in our modern infrastructure. The growth of Information Schools over the past decade is a recognition both of the importance of the historical and current knowledge developed in the library and information science community, and the changing audiences that need to be reached with that knowledge. The cross-disciplinary nature of the curriculum in these schools is targeted not only at libraries and information centers, but also the heart of non-library organizations, where information runs the show. From the CIO to the information architect, from the CKO to the competitive intelligence manager, from the search engine designer to the database integrator, from the head of marketing to the CRM system manager, information is a core component of the modern organization — and education is the key to the information professional's success.

Changing Roles for Librarians

B302

11:30 a.m. – 12:15 p.m.

Andrea Mercado, Reference Librarian, Reading Public Library, & Consultant, LibraryTectonics.info

Maureen Hammer, Virginia Department of Transportation

D. Scott Brandt, Interdisciplinary Research Librarian, Purdue University

Over the past 20 years, computing in libraries has influenced the rise of system administrators, Webmasters, and technology trainers. Constantly, new skills and knowledge are needed to figure out how to apply emerging technologies to library services and professional careers. Hear several perspectives: the role of conference blogger—what skills and experiences are needed

GENERAL CONFERENCE—WEDNESDAY, OCTOBER 26

to successfully chronicle a major conference for the world to share and engage?; the role of knowledge manager for external and internal written as well as internal unwritten knowledge—are taxonomy skills and virtual support of communities critical?; the role of interdisciplinary research librarian—how and where can librarians engage in scientific research in informatics-related areas?

Lunch Break

12:15 p.m. – 1:15 p.m.

Competitive Intelligence (CI) Strategies, Services, Skills, & Sources

1:15 p.m. – 2:00 p.m.

Sabrina Pacifici, LLRX.com and beSpacific.com

Chuck Lowrey, Director of Customer Relations, ALM Research

Donna Cavallini, Consultant, InfoFirst, LLC

There is a broad spectrum of online, print, and Web resources, both free and free, that can be leveraged to create an effective in-house program to monitor and mine data on competitors, clients, markets, and more. Our speakers demonstrate the "best in show" from among the most reliable, content-rich Web sites, subscriptions services, news, association resources, academic and scholarly sources, court docketing systems, search engines, blogs, and RSS feeds. This practical program facilitates your ability to build from scratch, or improve upon, your current CI program. Rev up the engines on CI and set your course for success!

B303

Networking Break in the Exhibit Hall

2:00 p.m. – 2:30 p.m.

Web Winners!

2:30 p.m. – 3:30 p.m.

John Blyberg, Network Administrator and Lead Developer, Ann Arbor District Library

We've come a long way from learning basic HTML to creating the library's Web page. Now library Web sites reach out to users in creative ways to give them reasons to come back. Interactivity and community building cement our clients to our services. Hear how one library created a new breed of library Web sites as well as a host of new skills and roles for its staff.

B304

COFFEE & DANISH

Coffee and danish are provided for attendees Monday, Tuesday, and Wednesday mornings from 8:00 a.m. – 9:00 a.m. outside the San Carlos Ballroom (before the Keynotes). Complimentary coffee will be available in the Exhibit Hall Tuesday and Wednesday mornings at 9:45 a.m. The afternoon break on Tuesday is at 2:30 p.m. and the afternoon break on Wednesday is at 3:00 p.m.

INTERNET CAFE

Check your e-mail during regular exhibit hours at the Internet Cafe in the Exhibit Hall.

TRACK C

SYSTEMS & OPERATIONS MANAGEMENT

De Anza III

Electronic resources management (ERM) is a topic on everyone's mind. As is interoperability, building virtual communities and workspaces and journeying towards a fully integrated library management system. This track looks at preparing for ERM, and creating a cohesive online experience.

Moderated by **Richard Hulser**, *Digital Initiatives, Amgen Libraries*

Preparing for ERM

10:30 a.m. – 11:15 a.m.

Jeff Wisniewski, University of Pittsburgh

Andrew White, Associate Director, Joseph Balsamo, System Administrator, and Khaled Saeed, Resource Support Technician, Stony Brook University (SBU)

Many institutions have home-grown systems to meet their needs, and the market is in the process of responding to libraries' needs with ERM systems from several major vendors, either available now or in development. Given this, many libraries have chosen to take a wait-and-see attitude, but that doesn't mean that there aren't things you can be doing now to prepare for ERM later. Wisniewski highlights key vendor-neutral activities and considerations that any library contemplating an ERM system can undertake to manage the current environment more easily and prepare to adopt an ERM system down the road. White illustrates how the Open Source LAMP model (Linux/Apache/MySQL/PHP, Python, PERL) can form the backbone of an efficient and cost effective ERM system for any library. White also shows how SBU Health Sciences Center Library's use of LAMP components to construct two ERM tools, the ROAMS and SML applications, help the library reduce the complexities associated with ERM and benefit the library's customers who rely on timely information for education, research, and patient care. He shows both the power of open source library solutions and the viability of creating and customizing software to meet the needs of today's library without depending on proprietary vendor offerings.

C301

Interoperability: Creating a Cohesive Online Experience

11:30 a.m. – 12:15 p.m.

Karen Coombs, Electronic Services Librarian,

Amanda Hollister, Information Technology Librarian, SUNY Cortland

With many different Web-based library systems and services, libraries find themselves trying to answer the question of how to create an integrated experience for their users, especially when library systems often do not interoperate well. This session focuses on SUNY Cortland's efforts to build a more unified library Web presence by bridging the gaps between the library's integrated library management system, interlibrary loan system, library databases, and other electronic resources. It provides an overview of strategies and technologies in developing an integrated electronic presence for the library and discusses the impact of XML, database-driven Web pages, OpenURL, and federated search on their efforts. Lessons learned and unresolved challenges are also covered.

C302

Lunch Break

12:15 p.m. – 1:15 p.m.

The Digital Guerilla: Building a (Nearly) Free Virtual Collaboration Suite

1:15 p.m. – 2:00 p.m.

K. Matthew Dames, Founder & Principal, Seso Group Digital Information Advisors, & Executive Editor, SNTRReport.com

The nature of work has changed. Instead of traveling into an office, many are logging into work, interacting with co-workers, sharing files, and resolving

C303

GENERAL CONFERENCE—WEDNESDAY, OCTOBER 26

problems entirely in virtual spaces. This new type of work demands tools that facilitate project management, file sharing, and communications, but many organizations—particularly libraries—do not have the money to buy collaboration suites that can cost tens of thousands of dollars. What do you do? You go guerilla. Our digital collaboration expert discusses how to patch together an effective digital collaboration suite for little to no cash, using social software tools that are currently available on the Web. Most of the common tools—such as blogs, messaging tools, VoIP, and even project management—will allow info pros to leverage the Web to streamline operations and enhance relationships with clients.

Networking Break in the Exhibit Hall

2:00 p.m. – 2:30 p.m.

Building Tools for Streaming Workflows in a Digital Library

2:30 p.m. – 3:30 p.m.

Marshall Breeding, *Library Technology Officer, Vanderbilt University*

The staff of the Vanderbilt Television News Archive, a large archive of digital video, have carried out a series of ambitious projects to digitize their historical collection. Given the limited staff resources, creating tools to automate the workflow has been essential. This session describes some of the utilities and systems created, including an automated digital recording system, a system for managing the transfer of digitized video files in MPEG-2 format and transcoding them to RealMedia format, an e-commerce and order processing system for videotape requests, tools for managing an IP authentication system for access to the streaming video delivery system, and a system for tracking the digitization of the Archive's collection of 35,000 videotapes. The methodologies can be applied to a variety of library automation scenarios.

C304

Fostering Collaboration with Wikis and Weblogs

11:30 a.m. – 12:15 p.m.

Darlene Fichter, *Data Library Coordinator, University of Saskatchewan*

More and more organizations are turning to wikis to help teams collaborate and share knowledge. The flexible, self-organizing nature of wikis and their ease of use make them an ideal bottom-up approach for sharing knowledge rather than a top-down content management system. Sometimes wikis and Weblogs are seen as an either/or proposition. Not so. Each has its place and can help foster collaboration and sharing. Find out more about wikis, how some organizations have successfully used them, and how Weblogs and wikis fit into your collaboration toolbox.

D302

Lunch Break

12:15 p.m. – 1:15 p.m.

Portal Perspective: Library & IT

1:15 p.m. – 2:00 p.m.

Edee Edwards, *Library Consultant*

Portals can present all types of information for specific audiences. But this doesn't happen magically. Go beyond the library in this session and peek at portals from behind the IT curtain. When do you need document management, content management, or digital asset management to feed your portal? What tools are key for user management? How do structured data and functional tools like Customer Relationship Management or Enterprise Resource Planning systems fit in? Take a whirlwind tour of the foundation portal components from an IT/MIS view so that you as information professionals can better collaborate, contribute and provide leadership to your organization's portal strategy.

D303

TRACK D

INTRANETS & PORTALS

De Anza II

Collaboration is critical for information and knowledge flows, and this track looks at technologies and practices that enhance that activity. Filled with real-world examples and usually unseen "behind the firewall" interfaces, this track provides you with lots of ideas to take away.

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

CNN Library Intranet

10:30 a.m. – 11:15 a.m.

Sunny McClendon, *Reference Librarian/Webmaster, CNN Library*

This session illustrates what's going on at the CNN Library Intranet—a blog, an RSS aggregator behind a firewall, converting from a table design to a css placement design, moving from SiteXpert search engine to another, a sort-by feature on CNN's value-added resources, and a CMS for Web editors. See a robust intranet and get new ideas and insights for yours!

D301

Networking Break in the Exhibit Hall

2:00 p.m. – 2:30 p.m.

Expert Reviews of Real-World Intranets

2:30 p.m. – 3:30 p.m.

FACILITATORS: **Sunny McClendon**, *Reference Librarian/Webmaster, CNN Library*

Chris Jasek, *Manager, Elsevier's User-Centered Design Group*
Andrew Donoho, *Web Theorist, Emerging Technology Division, IBM*
Phil Goddard, *Director of Business Development, Human Factors International*

Most libraries can't budget for a consultant evaluation of their site and user-feedback isn't always enough. Being guarded by a firewall can increase our designs' isolation. In Monterey, we're co-opting the time of three design experts to review some interesting sites. Join us!

D304

CLOSING KEYNOTE

Steinbeck Forum

3:45 p.m. – 4:30 p.m.

Competing with Google: Library Strategies

Stephen Abram, *Past President, Canadian Library Association & Vice President, Innovation, Sirsi/Dynix Corporation*

An industry watcher and engaging speaker, Abram is the author of numerous articles on strategies for all types of libraries to compete with the Google juggernaut. If Google Print or the Google massive digitization project has you worried, rightly, then this is the session for you—whether you're an academic librarian watching Google Scholar evolve, or a public library director keeping your eye on Google Local, or a corporate or school librarian operating in an environment where your clients think Google does it all. Stephen's top 10 strategies for libraries to remain relevant in the Google Age (and MSN and Yahoo! age too) are a must-see.

TUESDAY, OCTOBER 25

Searching Inside the Covers

10:30 a.m. – 10:45 a.m.

Greg Notess, Editor, *Search Engine Showdown*

Full-text book searching of books still under copyright is now available from Amazon and Google Print. Yet limitations abound. Discover how to most effectively search within these two collections and explore other strategies for finding the full-text of books online.

Evaluating Business Sources

11:30 a.m. – 11:45 a.m.

Robert Berkman, Editor, *Information Advisor*

The author of numerous best-selling books on business research, including *The Skeptical Business Searcher: The Information Advisor's Guide to Evaluating Web Data, Sites and Sources* shares tips and strategies.

Podcasting

12:30 p.m. – 12:45 p.m.

Greg Schwartz, *Louisville Free Public Library & Publisher*, *Open Stacks Weblog*

Our experienced podcaster, talks about podcasting – what is it and why librarians would be interested in this new technology and media. He illustrates the technology and provides examples and links of interest.

Don't Judge an E-Book by its Cover

1:30 p.m. – 1:45 p.m.

Christopher Warnock, CEO & Founder, *ebrary*

Choices for acquiring E-Books today include a number of different models: subscription, ownership, and information on the Internet, and they have different pricing and usage models as well. E-Book acquisition today is no longer just about the content, it's about how it's delivered, methods of access, usability, "easeability" and the bottom line. Hear about these choices from an expert.

Next Generation E-Books for the Chemical Industry

2:30 p.m. – 2:45 p.m.

William Woishnis, Chairman, *Knovel Corporation*

This Session looks at the evolving landscape of electronic chemical reference books and what the future has in store including such issues as chemical structure searching, reference linking, new data types (video, flash presentations), the role of generic search (Google, Yahoo) and the impact of additional interactive features (tables, graphs, equations).

Medical Search Tips

3:30 p.m. – 3:45 p.m.

Sandra Kendall, Director, *Library Services, Mount Sinai Hospital & Vicky Duncan*, *Health Sciences Library, University of Saskatchewan*

Our experts include tips on searching Medline and Google Scholar and provide an overview of the best evidenced medicine resources for doctors and nurses along with Google resources for health consumers/patients. They compare search results using live demos.

Free Cybertours for all Internet Librarian 2005 Exhibit Hall visitors!

Taking place at the CyberCorner in the Exhibit Hall, these cybertours cover a range of topics and subject areas. They are 15 minutes long, open to all and add value to your visit. Space is limited so it is first-come, first-served.

Join our Net-savvy Web experts for a look at their favorite sites or information on the latest trends and technologies! There is no need to register, simply pick the cybertour of interest to you and arrive at our CyberCorner within the Internet Librarian 2005 Exhibit Hall at the appropriate time.



Cybertours

WEDNESDAY, OCTOBER 26

Instant Messaging (IM) & Libraries

10:30 a.m. – 10:45 a.m.

Aaron Schmidt, Thomas Ford Memorial Library

This session covers research, applications, case studies, usage, and workflow impact. It looks at the many uses of IM, from in-house staff communication to the delivery of content and discussions with customers, as well as utilizing IM to confer and plan with colleagues no matter where they are.

How to Design Library Websites to Maximize Usability

11:30 a.m. – 11:45 a.m.

Chris Jasek, User Centered Design Manager, Elsevier

Hear 15 guidelines on how to make your Library Website more usable. These guidelines are based on a survey of library literature, usability reviews of library Websites conducted for Elsevier customers, and established usability best practices.

Online Trends from the CyberCorner

12:30 p.m. – 12:45 p.m.

Mary Ellen Bates, Bates Information Services

What's happening in the online world? What's on the horizon for info pros? What should we be studying, thinking about, and using? Our industry expert and author of *Building & Running a Successful Research Business* shares her opinions in this cybertour of the top ten trends to watch for in the online world.

Downloadable Books, Audio Books and Video?

1:30 p.m. – 1:45 p.m.

Michelle Jeske, Manager of Web Information Services and Resource Sharing, Denver Public Library (DPL)

Downloadable media such as Audio E-Books, Movies, and Music is the next reality for libraries. This session provides highlights, tips and lessons learned from DPL's Audio E-Book initiative and info on their next venture with downloadable video.

TUESDAY

- 10:30 | Searching Inside the Covers
Greg Notess
- 11:30 | Evaluating Business Sources
Robert Berkman
- 12:30 | Podcasting
Greg Schwartz
- 1:30 | Don't Judge an E-Book by its Cover
Christopher Warnock
- 2:30 | Next Generation E-Books for the Chemical Industry
William Woishnis
- 3:30 | Medical Search Tips
Sandra Kendall & Vicky Duncan

WEDNESDAY

- 10:30 | Instant Messaging (IM) & Libraries
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- 1:30 | Downloadable Books, Audio Books and Video?
Michelle Jeske

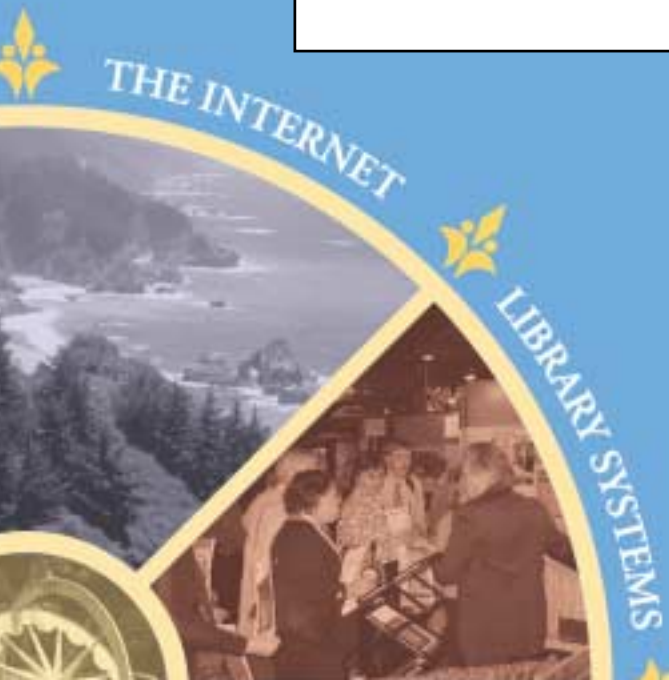
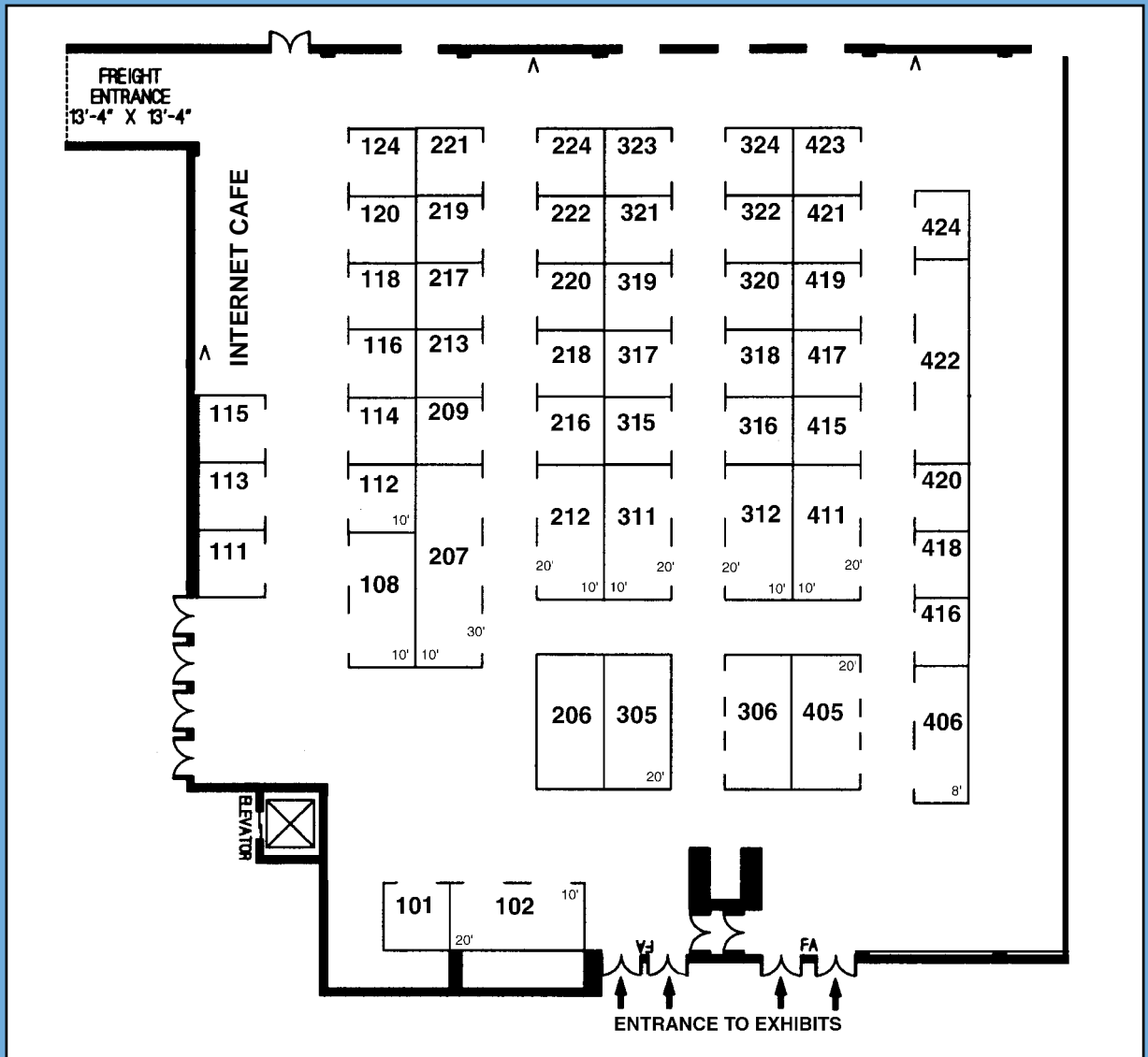
EXHIBIT HOURS

Monday, October 24
Grand Opening Reception
5:00 p.m. – 7:00 p.m.

Tuesday, October 25
9:45 a.m. – 4:00 p.m.

Wednesday, October 26
9:45 a.m. – 2:30 p.m.

MONTEPERRY



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10K Wizard Technologies	102
Access Innovations/Data Harmony	217
Basch Subscriptions/ The Reference Shelf	418
BurrellesLuce	118
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EOS International	315
Euromonitor International	206
Experian	411
Faulkner Information Services	424
Financial Times	322
Global Securities Information, Inc. (GSI, Inc.)	406
H.W. Wilson Company	113
IBISWorld, Inc.	116
IEEE	321
Information Today, Inc.	422
Inspec/IEE	316
Knovel	115
Mergent, Inc.	114
MLA - Medical Library Association	Sponsor
National Technical Information Service (NTIS)	112
Neal-Schuman Publishers, Inc.	111
NewsBank, Inc.	216
OCLC	318
Oxford University Press	218
ProQuest	415
ReferenceUSA	306
RefWorks	317
Rosetta Stone	419
Serials Solutions	417
SirsiDynix	311
SirsiDynix LiveNetwork	120
SLA	420
Softlink America, Inc.	212
Taylor & Francis Group LLC - CRC Press	320
TDNet, Inc.	124
TechBooks	312
The Library Corporation - TLC	319
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Thomson ResearchSoft	416
Xrefer	220

MONTEPERRY

The Internet Librarian 2005 exhibition features the top Net companies offering a choice of products covering aspects of Internet, intranet, and library technology, including search engines, software, document delivery and Web delivery systems, online services, content providers, and more. If you are looking for Internet/intranet solutions, evaluating competing systems, keeping up-to-date with the newest Net products and developments, be sure to visit the Internet Librarian 2005 exhibition.

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