

Final Program

# InfoToday<sup>+</sup> 2003

The Global Conference & Exhibition on Electronic Information and Knowledge Management

*"Way Beyond Cool:  
Information for the Real World"*

*Featuring three core conferences...*

**NationalOnline<sup>+</sup>**  
2003

**KnowledgeNets<sup>+</sup>**  
2003

**E-Libraries<sup>+</sup>**  
2003

Media Sponsors:

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KMWorld

COMPUTERS  
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May 6–8, 2003

New York Hilton and Towers

[www.infotoday.com](http://www.infotoday.com)



# InfoToday<sup>+</sup> 2003

May 6-8, 2003 ♦ New York Hilton and Towers, NYC

**Way Beyond Cool:  
Information for  
the Real World**



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

## Welcome to InfoToday 2003

Our program planners have focused this year's conference on the good stuff . . . .

Stuff that puts technology to work . . . .

Stuff that helps you meet your current goals and objectives . . . .

Stuff you can take back to the office and apply right now . . . .

Forget the lofty visions. It's time to get real. Enjoy the program.

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### Information Today, Inc.

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# General Information

InfoToday 2003 offers information professionals and knowledge managers an unparalleled opportunity to expand their horizons and extend their professional expertise. The three co-located conferences, **National Online**, **KnowledgeNets**, and **E-Libraries**, feature a powerful, comprehensive agenda that is guaranteed to stimulate your thinking and energize your professional development.

Each of the conferences is a unique, focused event, but programs are planned to encourage attendees to leverage interrelationships and learn from others with related interests.

New for 2003 is a special **Content Management Symposium** offered on Thursday afternoon as part of all three conferences. Recognizing the growing importance that organizations are placing on content management initiatives and the opportunities in this arena for information professionals, this cross-conference forum provides an in-depth, intensive briefing on CM software, tools, technology, and strategies. The keynote and breakout sessions feature well-known experts as speakers and will equip information professionals with the necessary fundamentals to become players in content management projects.

InfoToday 2003 is unique. You will find in-depth coverage of topics that are crucial to today's information professionals, a carefully planned and focused trio of conferences, dozens of speakers who are experts in their fields, and an emphasis on effective, yet innovative ideas and practices that you can immediately put to work in your own organization.

## Speakers and Press Room

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

## Cassettes & CDs

Sessions are being recorded and are for sale during the conference in the registration area. After the conference, please contact The Digital Record at 703-683-8273.

## E-Mail Stations

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

## CyberClinics

Announcing a series of CyberClinics for InfoToday 2003 Exhibit Hall visitors. They will take place in the Presentation Theatre in the Exhibit Hall and cover a wide range of topical contemporary issues for information and knowledge professionals. These high-demand presentations are open on a first-come, first-served basis, so be sure to get there early!

## Coffee and Danish Hour

Coffee and danish are provided for conference attendees on each of the three days of the conference. Tuesday morning will be from 8:00 a.m. to 9:00 a.m. in the foyer of the West Ballroom, and Thursday morning is in the Trianon Ballroom from 8:00 a.m. to 9:00 a.m. Wednesday's food service in the Trianon Ballroom will begin at 7:30 a.m. before the Breakfast with the Brass at 7:45 a.m.

## Organizing Committee

- Richard T. Kaser, Information Today, Inc.
- Nancy Garman, Information Today, Inc.
- Pamela Cibbarelli, Cibbarelli's
- Dan Duncan, Consultant
- Jane Dysart, Dysart & Jones Associates
- Marydee Ojala, Editor, *ONLINE* Magazine
- Deborah Lynne Wiley, Next Wave Consulting, Inc.

## Coffee and Tea

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

## Free Reception

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

## Presentation Links

Get access to many of the PowerPoint presentations and Web sites used in conjunction with the InfoToday 2003 general sessions! Links will be posted on the InfoToday 2003 Web site ([www.infotoday.com/it2003/presentations](http://www.infotoday.com/it2003/presentations)) **three to four weeks after the conference.**

## Exhibit Hours

- Tuesday ..... 10:00 a.m. – 6:00 p.m.
- Reception ..... 5:00 p.m. – 6:00 p.m.
- Wednesday ..... 10:00 a.m. – 6:00 p.m.
- Thursday ..... 10:00 a.m. – 3:00 p.m.



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## NationalOnline<sup>+</sup>

National Online, historically the flagship conference of Information Today, Inc. focuses on issues relevant to information professionals using Internet and traditional research avenues. Presentations on research techniques, subject resources, technological innovations, organizational tools, and management

### Topics Covered Include:

- ◆ Strategic Searching
- ◆ The Art & Science of Research
- ◆ Achieving Web Search Excellence
- ◆ Information Quality
- ◆ Alternative Search Engines
- ◆ Web Search Strategies
- ◆ Information Security & Policy Issues

tips concentrate on the practical searching environment. National Online is the largest conference on electronic information in North America and is where information professionals come together to share ideas, learn about new industry developments, and update their skills.

Keep up with the latest trends and enhancements on the Web and on the traditional services, gain insights into how to put new online strategies into practice, and get current with enhancements, withdrawals, and new products/services by hearing expert searchers, industry observers, information managers, and Internet gurus share their expertise and experience. National Online delivers practical answers about how to maximize research efforts and get results—answers you can put to work in the real world.

### Conference Chair

Marydee Ojala, Editor, *ONLINE Magazine*

### Advisory Committee

- Stephen E. Arnold, AIT
- Dan Duncan, Consultant
- Suzanne Sabroski, Sabroski & Associates

## KnowledgeNets<sup>+</sup>

Networks are at the core of all productive and successful organizations, both people networks and technology networks.

KnowledgeNets 2003 focuses on strategic knowledge communities and social networks, as well as the tools and technology that support organizational networks and technological infrastructures. The

### Topics Covered Include:

- ◆ Knowledge Communities
- ◆ KM Tools
- ◆ KM & Innovation
- ◆ Knowledge Metrics & ROI
- ◆ Knowledge Strategies & Tools
- ◆ Retaining Knowledge

conference provides a wide range of sessions focused on practical solutions, case studies, and thought-provoking concepts. Expert speakers address topics including knowledge and collaboration strategies for building and supporting strategic communities, measuring impact and value and providing return on investment for KM programs, concepts and applications of social network analysis in knowledge management, and innovation and best practices of KM in driving innovation, and much, much more. The conference also takes an in-depth look at managing content generated by people networks within organizations.

### Conference Chair

Jane Dysart, Dysart & Jones Associates

### Advisory Committee

- Patti Anklam, Hutchinson Associates
- Hugh McKellar, *KMWorld Magazine*
- Deb Wallace, Clarica

## E-Libraries<sup>+</sup>

E-Libraries features the most recent trends and practices in library and information centers, including digital collections management, e-journals, virtual reference services, library automation, and digitizing libraries. Sessions on the emerging role of library

### Topics Covered Include:

- ◆ Building Digital Libraries
- ◆ Virtual Reference
- ◆ Library Portals
- ◆ Views of the Future
- ◆ Library Systems & Automation
- ◆ Digital Rights Issues
- ◆ Design & Usability

systems and automation in distributing and managing information, both internal and external, and the latest developments in library patron services and internal systems address the challenges facing many attendees.

E-Libraries offers a unique forum for discussing today's state of the art delivery of library services and the rapidly changing "digital" library world. Two concurrent, three-day tracks provide in-depth coverage of issues, practical expertise, case studies, and best practices of interest to digital library professionals.

### Conference Chair

Pamela Cibbarelli, Cibbarelli's

### Advisory Committee

- Deborah Lynne Wiley, Next Wave Consulting, Inc.
- Richard Boss, Information Systems Consultant, Inc.
- Marshall Breeding, Vanderbilt University



## Tuesday COUNTER Briefings

### Reliable and Consistent Electronic Journal Use Statistics

Reliable usage statistics have long been a Holy Grail for librarians and publishers alike. Plan now to attend one of these special briefings to hear about significant progress on this issue. As of January 2003, the first standardized and widely supported code of practice for reliable, consistent, and audited use statistics for online journals and other resources, the COUNTER Code of Practice, has been distributed. What are the implications?

COUNTER serves librarians, vendors, and intermediaries by facilitating the recording and exchange of online usage statistics. To have usage statistics and reports designated "COUNTER-compliant," vendors must provide usage statistics that conform to the Code of Practice.

Publishers, intermediaries, and librarians will want to familiarize themselves with this code, which is being widely adopted by major publishers, and is supported by many major U.S. and U.K. organizations.

**Moderator:** *Michael Koenig, Dean, Palmer School of Library and Information Science, Long Island University*

**Speakers:** *Peter Shepherd, COUNTER; David Goodman, Princeton University & Palmer School of Library and Information Science, Long Island University. Representatives from the publishing and library communities to be announced.*

**COUNTER for Publishers and Intermediaries**  
10:30 a.m. – 12:30 p.m.

Concourse A  
\$75 registration fee.

**COUNTER for Librarians**  
2:00 p.m. – 4:00 p.m.

Concourse A  
Open to all InfoToday 2003 conference attendees, exhibitors, and Exhibit Hall attendees.

*Co-Sponsored by COUNTER: Counting Online Use of Networked Library Resources and Scholarly Communication Institute, Palmer School of Library and Information Science, Long Island University*

## KEYNOTE SPEAKERS

TUESDAY, MAY 6

West Ballroom



### Putting Ideas to Work

9:00 a.m. – 10:00 a.m.

*Larry Prusak, Consultant, Researcher, & Author*

Information professionals and knowledge managers are uniquely positioned to be thought-leaders within their organizations. One key to innovative leadership is knowing how to choose the right ideas to implement—and then making them happen. Drawing on more than 2 years of research, Larry Prusak, a leading-edge consultant and researcher, will discuss where new ideas come from, how to evaluate which ideas are worth pursuing, and customizing ideas to suit an organization's unique needs. Hear how to determine when to adopt a new idea aggressively and how to be effective in promoting new ideas within your organizational structure.

Larry Prusak has extensive consulting experience, within the U.S. and internationally, in helping firms leverage and optimize their information and knowledge resources and has authored several books and numerous articles on knowledge and information management. His latest book, *What's the Big Idea: Creating and Capitalizing on the Best Management Thinking*, is due out this month.

WEDNESDAY, MAY 7

Trianon Ballroom



### New Directions in Search: The Google Experience

9:00 a.m. – 10:00 a.m.

*Craig Silverstein, Director of Technology, Google, Inc.*

Best known for its colorful logo and well-known simple search screen, Google is experimenting with new forms of search and new definitions of information retrieval. Craig Silverstein explains these new directions and discusses their potential impact on information professionals, knowledge managers, and the library community.

Craig Silverstein is the Director of Technology at Google. He was the first employee hired by Google's founders and created many of the original IT components that supported Google's deployment and growth.

THURSDAY, MAY 8

Trianon Ballroom



### The Digital Copyright Agenda

9:00 a.m. – 10:00 a.m.

*Marybeth Peters, Register of Copyrights and Director, U.S. Copyright Office*

The last decade has seen numerous changes in domestic and international copyright laws, and the U.S. Copyright Office has been at the forefront of the debates and legal battles shaping the digital copyright agenda. Drawing on nearly a decade of experience as Register of Copyrights, Marybeth Peters will discuss the changes and their success, as well as the continuing challenges facing users, producers, and lawmakers in the years ahead.

Marybeth Peters has served as the United States Register of Copyrights since 1994, and formerly she was Policy Planning Advisor to the Register. She is the author of *The General Guide to the Copyright Act of 1976* and a recognized expert on intellectual property and copyright law.

## BREAKFAST WITH THE BRASS

Wednesday, 7:45 a.m. - 8:45 a.m.

Trianon Ballroom

Join **Roy Martin**, President & CEO, Dialog, **Kate Noerr**, CEO MuseGlobal, and **Pat Summers**, CEO, SIRSI for breakfast and a lively, interactive question-and-answer session. Moderated by **Marydee Ojala**, Editor of *ONLINE Magazine* and industry watcher, this breakfast panel session offers you a chance to find out what the top brass are thinking, what their plans are for the future, and where the industry is headed. Roving microphones will encourage InfoToday 2003 attendees to speak up, ask questions, and be heard in this unique forum. (Questions for the panelists may also be submitted in advance, on Tuesday, May 6, at the Information Today, Inc. booth in the exhibit hall.)

Open to InfoToday 2003 conference attendees.

## SPECIAL THURSDAY WORKSHOP

### Evaluating Library Space: Designing Creative Learning Environments

Thursday, 9:00 a.m. - 4:30 p.m.

Concourse A

Sponsored by the Palmer School of Information at Long Island University and Aaron Cohen & Associates Ltd.

Every librarian, information manager, or staff member may face the problem of designing, building, or renovating a technology-enabled classroom. Libraries and classrooms are still regarded as core learning spaces at most universities and training centers, but behavioral elements, often little regarded, are even less understood by those involved in space planning and software design. Physical and virtual spaces have a lot in common: Both need to support face-to-face teaching, learning, and access for research. This full-day workshop explores do-it-yourself techniques important for librarians, managers, and information technology professionals and includes a book to help those people who have been called in to aid the design process.

\$185 registration fee

## CONTENT MANAGEMENT Symposium

Open to all attendees who are registered for National Online, KnowledgeNets, or E-Libraries.

Managing content is a critical piece of any information or knowledge initiative, making the strategies relating to content management (CM) vital. This focused forum looks at key content management challenges and strategies, best practices, models, techniques, and solutions. Part of the agenda for all three conferences, this special Thursday afternoon agenda recognizes the growing importance that organizations are placing on content management initiatives and opportunities in this arena for information professionals. A keynote and six breakout sessions offer an intensive, in-depth briefing on this crucial topic. See page 25 for program details.



Trianon Ballroom

### KEYNOTE

#### Content Management: Challenges and Strategies

Thursday, 1:30 p.m. - 2:30 p.m.

**Bob Boiko**, Lecturer, iSchool, University of Washington, & Author, Content Management Bible

Bob Boiko, a well-known expert and author of the *Content Management Bible*, kicks off the Content Management Symposium and provides a background and perspective on the current content management landscape. Boiko identifies the components of content management, using case studies and lessons learned to illustrate enterprise challenges and strategies. He provides a clear picture of the elements involved in managing content and covers effective tools for dealing with CM challenges.

## Special IDC Briefings

### BRIEFING #1

#### Technology Update: What Online Content Providers Need to Know

Wednesday, 9:30 a.m. - 12:30 p.m.

Concourse A

**Analysts:** *Susan Feldman*, Research Vice President, IDC, & *Susan Funke*, Program Manager, IDC

Content access and delivery technologies increasingly differentiate services and drive the choices customers make about which online service to use. This workshop discusses XML, search, and text mining technologies and market adoption trends for each. The relevance of these technologies to online content providers—both for publishers and online aggregators—is the focus of this briefing.

(\$345 registration fee.)

### BRIEFING #2

#### Partnering & Alliances Strategies Workshop

Wednesday, 2:00 p.m. - 5:00 p.m.

Concourse A

**Analysts:** *Chris Sullivan*, Director, Workshop Programs, IDC Global Software Partnering and Alliances  
**Stephen Graham**, Group Vice President, IDC Global Software Partnering and Alliances

Expertise in partnering is an uncommon but valuable skill, and many organizations rely on highly experienced professionals to manage their partner relationships. IDC research has shown that partners are becoming increasingly important to the success of all IT companies and must be embraced by the entire organization. This requires a framework that includes partners in every aspect of the business, from product development to public relations; from professional services to product management. This framework must provide the communication tools to align the objectives of these stakeholders so that consistent messages are conveyed internally, to partners, to customers, and to other influencers—based on a unified strategy.

(\$345 registration fee.)



PRECONFERENCE Workshops

MONDAY, MAY 5

9:00 a.m. - 4:30 p.m.

- W1 - Searcher Academy
W2 - Knowledge Management: Concepts, Methods, and Practice
W3 - Library Automation from A-Z

9:00 a.m. - 12:00 p.m.

- W4 - Web Design & Usability
W5 - Intranets, Portals & Corporate Strategies
W6 - Lies, Damned Lies & the Internet
W7 - Current Awareness Delivery Options

1:30 p.m. - 4:30 p.m.

- W8 - New Web Standards
W9 - Cancelled

- W10 - Optimizing Web Sites for Search Engines

- W11 - Teaching Web Search Skills

POSTCONFERENCE Workshops

FRIDAY, MAY 9

9:00 a.m. - 4:30 p.m.

- W12 - Cancelled

9:00 a.m. - 12:00 p.m.

- W13 - Content Management Interactive
W14 - Cancelled

- W15 - Starting & Running a Successful Research Business

- W16 - Web Finding Tools

- W17 - The Knowledge Value Chain

1:30 p.m. - 4:30 p.m.

- W18 - Practical Taxonomy
W19 - Developing Requirements for Content Management Systems Projects
W20 - How Super Searchers Find Business Information
W21 - Cancelled

Opening Keynotes

- 10:45 a.m. - 11:30 a.m.
11:45 a.m. - 12:30 p.m.
2:00 p.m. - 2:45 p.m.
3:15 p.m. - 4:00 p.m.
4:15 p.m. - 5:00 p.m.

- 10:45 a.m. - 11:45 a.m.
12:00 p.m. - 12:45 p.m.
2:00 p.m. - 2:45 p.m.
3:15 p.m. - 4:00 p.m.
4:15 p.m. - 5:00 p.m.

- 10:30 a.m. - 11:15 a.m.
11:30 a.m. - 12:15 p.m.

1:30 p.m. - 2:30 p.m.

TUESDAY 9:00 a.m. - 10:00 a.m.

Putting Ideas to Work West Ballroom

Larry Prusak, Consultant, Researcher, Author

Tuesday, May 6

NationalOnline+

TRACK A Petit Trianon STRATEGIC SEARCHING TRACK B Trianon Ballroom SEARCH TOOLS & TECHNIQUES

KEYNOTE: An Ascent into the Interior of the New Information Marketplace Patrick Spain, Chairman & CEO, Alacritude, LLC

- A101: Fine-Tuning Your Search B101: Automatic Indexing and Searching
A102: Access to Government Information B102: Blogging for the Greater Good of Researchers
A103: Who Moved My Data? B103: Web Search Secrets
A104: Misinformation on the Web B104: Web Search Behavior

Wednesday, May 7

NationalOnline+

TRACK A Petit Trianon THE ART & SCIENCE OF RESEARCH TRACK B Trianon Ballroom WEB SEARCH EXCELLENCE

GENERAL SESSION: Security & Freedom Bruce James, James Neal, & Aimee C. Quinn

- A201: Still Naked in Cyberspace B201: Reference Work in our Web World
A202: Developments in Competitive Intelligence B202: Pleasures & Pitfalls of Electronic Books
A203: In Good Legal Standing B203: Making Your Spider Outperform Google
A204: Value for Money B204: Nomadic Computing

Thursday, May 8

NationalOnline+

TRACK A Petit Trianon INFORMATION QUALITY TRACK B Trianon Ballroom ALTERNATIVE SEARCH ENGINES

- A301: The Role of Metadata for Today's Content B301: Directories, Images, Non-HTML Files, and All That
A302: Building Quality Databases B302: Internal Search Engines

CONTENT MANAGEMENT

Trianon Ballroom

KEYNOTE:

Content Management: Challenges and Strategies Bob Boiko, Lecturer, iSchool, University of Washington, & Author, Content Management Bible

# C E A T - A - G L A N C E

**WEDNESDAY** 9:00 a.m. – 10:00 a.m.  
**New Directions in Search** **Trianon Ballroom**  
*Craig Silverstein, Director of Technology, Google, Inc.*

**THURSDAY** 9:00 a.m. – 10:00 a.m.  
**The Digital Copyright Agenda** **Trianon Ballroom**  
*Marybeth Peters, Register of Copyrights and Director, U.S. Copyright Office*

KnowledgeNets <sup>+</sup>		E-Libraries <sup>+</sup>	
<b>TRACK C</b> <b>Mercury Ballroom</b> KNOWLEDGE COMMUNITIES	<b>TRACK D</b> <b>Rendezvous Trianon</b> KM TOOLS	<b>TRACK E</b> <b>Murray Hill</b> LIBRARY SYSTEMS	<b>TRACK F</b> <b>Nassau</b> ISSUES FOR DIGITAL LIBRARIES
<b>C101:</b> Strategic Communities of Practice	<b>D101:</b> Portal Frameworks for KM Initiatives	<b>E101:</b> Library Systems Administration	<b>F101:</b> Cooperative Digital Initiatives
<b>C102:</b> Leadership in the Connected Economy	<b>D102:</b> KM Success with Enterprise Portals	<b>E102:</b> Open Source Software & Libraries	<b>F102:</b> Interface Design for Digital Collections
<b>C103:</b> The kCafe	<b>D103:</b> Knowledge Architecture	<b>Murray Hill KEYNOTE:</b> Libraries in the Digital Age <i>Will Manley, City Administrator, Tempe, AZ, and American Libraries Columnist</i>	<b>F103:</b> Digital Rights Issues
<b>C104:</b> Building the KM Network	<b>D104:</b> Tools Tutorial: Inxight	<b>E103:</b> Planning & Implementing Library Portals	<b>F104:</b> Realities of Managing Digital Rights
<b>C105:</b> Virtual Communities	<b>D105:</b> Measuring Knowledge-Sharing Behavior	<b>E104:</b> Library Automation	

KnowledgeNets <sup>+</sup>		E-Libraries <sup>+</sup>	
<b>TRACK C</b> <b>Rendezvous Trianon</b> INNOVATION & KNOWLEDGE	<b>TRACK D</b> <b>Nassau</b> KNOWLEDGE METRICS & ROI	<b>TRACK E</b> <b>Murray Hill</b> TOMORROW'S LIBRARIES	<b>TRACK F</b> <b>Gramercy B</b> TOOLS FOR DIGITAL LIBRARIES
<b>Rendezvous Trianon KEYNOTE:</b> The Strategic Context for COP <i>Hubert St. Onge, CEO, Konverge Digital Solutions Inc.</i>		<b>E201:</b> Views of the Future, Part 1	<b>F201:</b> Building a Digital Library
<b>C201:</b> Tapping Social Networks	<b>D201:</b> KM Metrics & Management Consulting	<b>E202:</b> Views of the Future, Part 2	<b>F202:</b> Knowledge Management Glue: Taxonomies
<b>C202:</b> Building Knowledge Based Alliances	<b>D202:</b> Justifying COPs: Case Study	<b>Murray Hill KEYNOTE:</b> Competition, Technology, & Planning <i>Eric Flower, Librarian, University of Hawaii-West O'ahu</i>	<b>F203:</b> Using XML
<b>C203:</b> Best Practices in Using KM to Drive Innovation	<b>D203:</b> Establishing ROI from Idea Management Programs	<b>E203:</b> Distance Learning & TEACH	<b>F204:</b> New Free Technologies for Information Delivery
<b>C204:</b> Managing for Sustainable Innovation	<b>D204:</b> Transparency, Financial Markets, & Intellectual Capital	<b>E204:</b> Computer-Aided Indexing	

KnowledgeNets <sup>+</sup>		E-Libraries <sup>+</sup>	
<b>TRACK C</b> <b>Nassau</b> KNOWLEDGE STRATEGIES & TOOLS	<b>TRACK D</b> <b>Mercury Ballroom</b> RETAINING KNOWLEDGE	<b>TRACK E</b> <b>Gramercy B</b> E-LIBRARY SERVICES	<b>TRACK F</b> <b>Murray Hill</b> DIGITAL LIBRARY TECHNOLOGY
<b>C301:</b> Knowledge Management at the Library	<b>D301:</b> Retaining Valuable Knowledge	<b>E301:</b> 24/7 Reference: Lessons Learned	<b>F301:</b> Open URLs and Beyond
<b>C302:</b> Can a Computer Program Build a Good Taxonomy	<b>D302:</b> Continuity Management	<b>E302:</b> Usability Issues	<b>F302:</b> Tying it All Together

**Symposium** THURSDAY AFTERNOON—Open to all attendees who are registered for National Online, KnowledgeNets, or E-Libraries.

**Trianon Ballroom**

3:00 p.m. – 3:30 p.m. **CM101:** Taxonomies, Lexicons, & Organizing Content

3:45 p.m. – 4:15 p.m. **CM102:** Content Categorization Tools

4:30 p.m. – 5:00 p.m. **CM103:** How to Select a Content Management Systems Vendor

**Mercury Ballroom**

**CM201:** Dealing with Content: Strategies in Action

**CM202:** Changing Content & Creating Global Ripples

**CM203:** Deploying a Content Management System



## West Ballroom

### OPENING KEYNOTE— Putting Ideas to Work

Larry Prusak, Consultant, Researcher, & Author

9:00 a.m. – 10:00 a.m.

### Networking Break— Grand Opening of Exhibition

10:00 a.m. – 10:45 a.m.

## STRATEGIC SEARCHING TRACK A

### Petit Trianon

The promise and allure of Internet has always been the easy availability of vast amounts of data. Reality, however, suggests this promise is far from fulfilled. Doing good searches and getting good results require a constant skills review and detailed knowledge of the changing scope of online content. In this track, you'll learn about new search techniques, the issues surrounding access to government information, disappearing data, and misinformation from skilled searchers and public policy experts.

Moderator: *Susanne Sabroski, President, Sabroski & Associates*

### Fine-Tuning Your Search Skills

A101

11:45 a.m. – 12:30 p.m.

Mary Ellen Bates, Bates Information Services

Rapid advances in Web search technology, changes in database availability, and alterations in pricing policies require information professionals to re-evaluate their search skills on a regular basis. As someone who reinvents her approach to searching at least every 6 months, Mary Ellen Bates is well positioned to provide a crash course on the very best way to approach a research problem—at least until the next iteration of search functionality and information resources comes along.

### Lunch Break — A Chance to Visit the Exhibits

12:30 p.m. – 2:00 p.m.

### Access to Government Information: Changes in the Big Picture

A102

2:00 p.m. – 2:45 p.m.

Moderator: *Dan Duncan, Consultant*

Mary Alice Baish, Associate Washington Affairs Representative,  
American Association of Law Libraries

David LeDuc, Director, Public Policy, Software & Information  
Industry Association

In 2003, Congress must act to renew or revise several key aspects of government information policy. The outcome of those debates will affect how, when, and where the public obtains government data for many years to come. Two policy experts representing the library community and the information industry will discuss the merits of current laws, where changes are likely, and how these changes may affect the roles of government, libraries, and industry in making government information available.

## Trianon Ballroom

### KEYNOTE

### An Ascent into the Interior of the New Information Marketplace

10:45 a.m. – 11:30 a.m.

Moderator: *Marydee Ojala, Editor, ONLINE*

*Patrick Spain, Chairman & CEO, Alacritude, LLC*

Since the beginning of the online information industry, sellers have focused their efforts on creating products for the enterprise. The selling proposition has been that the product is better, more efficient, and will make the enterprise more money. But the advent of near universal online connectivity and long-term societal trends has forever changed this dynamic. Individuals—at work, home and school—are taking control of the tools they need to get things done. Individuals within enterprises are doing the same. This presentation will identify the challenges and opportunities created for information professionals.

### Networking Break — A Chance to Visit the Exhibits

2:45 p.m. – 3:15 p.m.

### Who Moved My Data? Black Holes in Cyberspace

A103

3:15 p.m. – 4:00 p.m.

Judith Field, Library & Information Science Program,  
Wayne State University

We all would like to guarantee that our research is complete, current, and accurate. In today's information climate, where information appears and disappears with great abandon on the Web as well as on traditional online hosts, is there any possibility of such a guarantee? What should researchers be on the lookout for? How can we explain to our end-users that there is no single perfect search engine? How should we guard against providing incomplete, out-of-date, and inaccurate information?

### Misinformation on the Web

A104

4:15 p.m. – 5:00 p.m.

Anne Mintz, Director, Knowledge Management, Forbes Inc.  
Genie Tyburski, Web Manager, The Virtual Chase, Ballard Spahr  
Andrews & Ingersoll, LLP

Anyone who thought that the publication of Anne Mintz's book, *The Web of Deception*, would bring instances of misinformation, disinformation, spoof sites, and erroneous data to a screeching halt is quite mistaken. Specific instances may have been rectified, but others have taken their place. In this session, author Mintz looks at intentional misinformation on the Internet, citing new sites and analyzing policy implications. Turning the discussion to personal data, law librarian Genie Tyburski, Web Manager of The Virtual Chase, concentrates her remarks on what information about individuals is on the Web and in databases. How does it get there? Who has access to it? Is personal privacy really dead?

InfoToday  
2003  
Free Reception

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

## SEARCH TOOLS AND TECHNIQUES TRACK B

Trianon Ballroom

The online research experience varies greatly depending on the technology employed by the searcher and the content providers. Improve your search skills by learning how automatic indexing works, how to capitalize on human expertise, why examining your search logs can help you streamline the search process, what advanced techniques can be applied to Web search engines, and why searcher behavior is important.

### Automatic Indexing and Searching

B101

11:45 a.m. – 12:30 p.m.

**Moderator & Speaker:** *Ev Brenner, Consultant & Industry Observer*

*Matt Koll, Chairman, Wondir Foundation*

*Liz Liddy, School of Information Studies, Syracuse University*

Wondir aspires to use volunteer human expertise, plus search engines to automate—and improve—the search experience, according to Matt Koll, a well-known for-profit guy, who describes his new not-for-profit project. The question Liz Liddy of Syracuse University asks in her research is whether metadata elements and values can be generated automatically from the content of resources and be correctly assigned to mathematics and science educational materials.

### Lunch Break — A Chance to Visit the Exhibits

12:30 p.m. – 2:00 p.m.

### Blogging for the Greater Good of Researchers

B102

2:00 p.m. – 2:45 p.m.

**Moderator:** *David King, Project Manager, Kansas City Public Library*

*Gary Price, Library Research & Internet Consulting*

Using his popular Resource Shelf as a model, Gary Price explains how his blog is created and discusses how libraries can use blogging technology to their advantage. There are many different software programs to help you create a blog, but software isn't everything. This session will cover both the mechanics of blogging and practical ideas about the use of Weblogs for libraries of various types.

### Networking Break — A Chance to Visit the Exhibits

2:45 p.m. – 3:15 p.m.

### Web Search Secrets: Advanced Features and Failures

B103

3:15 p.m. – 4:00 p.m.

**Moderator:** *Mark Goldstein, President, International Research Center*

*Greg Notess, Reference Librarian, Montana State University*

While not always needed, advanced search features of the Web search engines can be powerful allies in efficient information retrieval. This session covers advanced techniques such as proximity, field searching, limits, truncation, and more. It explores how Google, AlltheWeb, AltaVista, Teoma, MSN Search, and other search engines process advanced features and where they will sometimes fail to handle the

## NationalOnline<sup>+</sup> At-A-Glance

9:00 a.m. – 10:00 a.m.

**Opening Keynote — Putting Ideas to Work**

10:00 a.m. – 10:45 a.m.

**Networking Break — Grand Opening of Exhibition**

10:45 a.m. – 11:30 a.m.

**Keynote — An Ascent into the Interior of the  
New Information Marketplace**

11:45 a.m. – 12:30 p.m.

**A101 — Fine Tuning Your Search Skills**

**B101 — Automatic Indexing and Searching**

12:30 p.m. – 2:00 p.m.

**Lunch Break — A Chance to Visit the Exhibits**

2:00 p.m. – 2:45 p.m.

**A102 — Access to Government Information**

**B102 — Blogging for the Greater Good for Researchers**

2:45 p.m. – 3:15 p.m.

**Networking Break — A Chance to Visit the Exhibits**

3:15 p.m. – 4:00 p.m.

**A103 — Who Moved My Data?**

**B103 — Web Search Secrets**

4:15 p.m. – 5:00 p.m.

**A104 — Misinformation on the Web**

**B104 — Web Search Behavior**

commands correctly. Greg Notess, creator of SearchEngineShowdown.com and author of *ONLINE* magazine's "On the Net" and "Internet Search Engine Update" columns, is a well-known expert on the technical aspects of Web search.

### Web Search Behavior

B104

4:15 p.m. – 5:00 p.m.

**Moderator:** *Mark Goldstein, President, International Research Center*

#### How Many Web Sites Do Users View?

*Amanda Spink, Associate Professor, Pennsylvania State University*

#### Going Wireless in Kansas City

*David King, Project Manager, Kansas City Public Library*

Data samples representing millions of users from three commercial Web search engines reveal common trends about the number of pages of results viewed and the number of queries. Amanda Spink's research answers questions about how many Web sites are viewed and how many users look beyond the first few pages of the sites they retrieve—a crucial issue for site owners and search engines. In an example of high-tech search behavior, the public library in Kansas City experimented with wireless connectivity to the library's electronic services. A task force investigated creative ways to use PDA technology in a library setting and determined what worked and what didn't.

### Wine & Cheese Reception — In the Exhibit Hall

5:00 p.m. – 6:00 p.m.

## West Ballroom

### OPENING KEYNOTE— Putting Ideas to Work

Larry Prusak, Consultant, Researcher, & Author

9:00 a.m. – 10:00 a.m.

### Networking Break — Grand Opening of Exhibition

10:00 a.m. – 10:45 a.m.

## KNOWLEDGE COMMUNITIES TRACK C

### Mercury Ballroom

Bringing people and teams together around the globe is crucial to many successful business ventures. This track focuses on knowledge and collaboration strategies for building and supporting strategic communities—communities of practice (COPs), and communities of interest (COIs).

Moderator: *Rebecca Jones, Dysart & Jones Associates*

### Strategic Communities of Practice: Leveraging Knowledge Capital

C101

10:45 a.m. – 11:30 a.m.

*Deb Wallace, Learning Architect, Clarica, a Sun Life Financial Company, & Hubert St. Onge, CEO, Konverge Digital Solutions Inc.; Executive Vice-President, Strategic Capabilities, S.A. Armstrong Limited*

As forums for knowledge creation, strategic communities are closely aligned with company priorities and fueled by a highly committed membership. Knowledge Capital Initiative, Clarica's strategic community development process, has shortened the time to launch a virtual community from 6 months to 3 weeks. Learn how Clarica develops its strategic communities from the practitioner who put the program in place.

### Leadership in the Connected Economy

C102

11:45 a.m. – 12:30 p.m.

*Ross Dawson, CEO, Advanced Human Technologies, & Author of Living Networks*

Connectivity through e-mail, Internet, cell phones, and now a whole suite of emerging technologies, including XML, Web services, and peer-to-peer, is literally bringing networks to life. The resulting "flow economy" rooted in flow of information, ideas, and knowledge requires new ways of working based on collaboration, integration, and transparency. The winners in this emerging economy will be those who lead their customers, suppliers, and partners into effective approaches to collaborative, networked business. This session is filled with practical advice on how to succeed in this rapidly unfolding environment.

### Lunch Break — A Chance to Visit the Exhibits

12:30 p.m. – 2:00 p.m.

### The kCafe: Collaborating, Sharing, and Creating Knowledge

C103

2:00 p.m. – 2:45 p.m.

*Charlene Hutt, Manager, knowledgeCafe, Bank of Montreal*

The kCafe is an innovative project the Bank of Montreal is supporting to involve all employees in KM. The kCafe offers both a physical and virtual collaborative workspace, research facilities, and a place to

store knowledge online for reuse. It encourages cultural change management and showcases new technologies in the bank, i.e., e-books, interactive TV, Web meetings, and e-learning initiatives, which are all highlighted in this case study of KM in action.

### Networking Break — A Chance to Visit the Exhibits

2:45 p.m. – 3:15 p.m.

### Building the KM Network: Best Practices, Tools and Techniques

C104

3:15 p.m. – 4:00 p.m.

*Cliff Figallo and Nancy Rhine, Authors of Building the Knowledge Management Network*

Drawing on 30 years of experience managing the social and business aspects of online community, as well as research on the best current examples of online knowledge sharing, this session is filled with practical ideas, strategies, and real-world examples. It describes how staff members, consumers and partners—effectively conversing via the Net—can supercharge innovation and speed adaptation within organizations, and how this can provide competitive advantage in today's unpredictable and fast-changing marketplace.

### Virtual Communities: Successful Practices Discussion

C105

4:15 p.m. – 5:00 p.m.

*Bob Newhouse, Senior Strategy Advisor, & Darcy Lemons, KM Project Manager, American Productivity & Quality Center*

Most research indicates that face-to-face interaction among community members is vital. But given today's budget realities and geographic dispersion, what are the best practices that maximize the effectiveness of virtual communities and energize their activities? This interactive group discussion begins with an outline of best demonstrated practices in virtual communities and is followed by open discussion where you can share your questions, thoughts, approaches and lessons learned.

### Wine & Cheese Reception — In the Exhibit Hall

5:00 p.m. – 6:00 p.m.

## FOCUS ON: Library Tools & Technology

Create your own conference on **Library Tools & Technology** by attending all or some of these workshops, tracks, and sessions.

#### B102: Blogging

#### Monday Workshop: New Directions in Web Standards

#### E102: Open Source Software & Libraries

#### F203: Using XML

#### F204: New Free Technologies for Info Delivery

#### B302: Internal Search Engines

#### F301: Open URLs & Beyond

Your *InfoToday* Gold or Platinum Pass lets you define your own conference by attending any session at any of the three conferences.

## KNOWLEDGE MANAGEMENT TOOLS TRACK D

### Rendezvous Trianon

The tools and technologies that support knowledge initiatives make up one of the major keys to organizational success. This series of sessions focuses on portal strategies, working applications, knowledge architecture, and knowledge maps.

**Moderator:** *Stephen Abram, Micromedia ProQuest*

### Portal Frameworks for KM Initiatives

D101

10:45 a.m. – 11:30 a.m.

**Cindy Gordon & Jose Claudio Terra, Helix Commerce International, & Authors of Realizing the Promise of Corporate Portals**

The explosive growth of the corporate portal market has unleashed a new opportunity for KM professionals. The speakers share their recent global research of Fortune 500 companies implementing corporate portals and highlights of their approaches and implementation experience. They also discuss content management and distribution, organizational practices to optimize success, lessons learned, and benefits realized.

### KM Success with Enterprise Portals

D102

11:45 a.m. – 12:30 p.m.

**Heidi Collins, Knowledge Officer, Air Products and Chemicals Inc.**

The enterprise portal can provide the technology to bring people, processes, and content together and support knowledge initiatives. This session looks at bringing structure, relationships, organization, and patterns to enterprise portal solutions. Topics covered include organization structures, human expertise, enterprise portal and related technologies, knowledge maps, and more.

### Lunch Break — A Chance to Visit the Exhibits

12:30 p.m. – 2:00 p.m.

### Knowledge Architecture: People, Skills, Roles, Services, and Tools

D103

2:00 p.m. – 2:45 p.m.

**Tom Reamy, Knowledge Architect, KAPS Group**

Knowledge architecture creates the intellectual infrastructure that provides the foundation for KM and e-learning initiatives and departments. This session looks at how to create a knowledge architecture team, the requisite skills and technology, and how to integrate the team into the organization.

### Networking Break — A Chance to Visit the Exhibits

2:45 p.m. – 3:15 p.m.

### Tools Tutorial: Inxight

D104

3:15 p.m. – 4:00 p.m.

**Ian Hersey, Senior Vice President, Corporate Development and Strategy, Inxight Software**

This session features an in-depth look at Inxight tools and solutions for automating the discovery and delivery of enterprise-wide text data. Using

## KnowledgeNets<sup>+</sup> At-A-Glance

9:00 a.m. – 10:00 a.m.

**Opening Keynote — Putting Ideas to Work**

10:00 a.m. – 10:45 a.m.

**Networking Break — Grand Opening of Exhibition**

10:45 a.m. – 11:30 a.m.

**C101 — Strategic Communities of Practice**

**D101 — Portal Frameworks for KM Initiatives**

11:45 a.m. – 12:30 p.m.

**C102 — Leadership in the Connected Economy**

**D102 — KM Success with Enterprise Portals**

12:30 p.m. – 2:00 p.m.

**Lunch Break — A Chance to Visit the Exhibits**

2:00 p.m. – 2:45 p.m.

**C103 — The kCafe**

**D103 — Knowledge Architecture**

2:45 p.m. – 3:15 p.m.

**Networking Break — A Chance to Visit the Exhibits**

3:15 p.m. – 4:00 p.m.

**C104 — Building the KM Network**

**D104 — Tools Tutorial: Inxight**

4:15 p.m. – 5:00 p.m.

**C105 — Virtual Communities**

**D105 — Measuring Knowledge-Sharing Behavior**

real-world examples, Inxight provides an inside look at how organizations are working with Inxight to access, organize, understand, and effectively use the vast—but previously untapped—amounts of unstructured data available to them. This practical informative session shares tips and strategies for effective implementation and details upcoming enhancements and features.

### Measuring Knowledge-Sharing Behavior: The Kismet Approach

D105

4:15 p.m. – 5:00 p.m.

**Matt Etzell, Senior Manager, Thomson Legal and Regulatory Knowledge Sharing, & Kris Kindem, Knowledge Architect, Thomson Legal and Regulatory**

Measuring your organization's knowledge sharing behavior is key to KM success. This session walks through a Knowledge Sharing Metrics Tool process, a deep and wide analysis designed to pinpoint an organization's KM readiness level based on individual knowledge sharing behaviors. The KSMT process provides a baseline understanding of your organizations' knowledge sharing culture to use to chart a course for your organization, and points out ways to make organizationally-appropriate investments in KM technology, systems and processes.

### Wine & Cheese Reception — In the Exhibit Hall

5:00 p.m. – 6:00 p.m.

## West Ballroom

### OPENING KEYNOTE — Putting Ideas to Work

Larry Prusak, Consultant, Researcher, & Author

9:00 a.m. – 10:00 a.m.

### Networking Break — Grand Opening of Exhibition

10:00 a.m. – 10:45 a.m.

## LIBRARY SYSTEMS TRACK E

### Murray Hill

In today's digital world, library systems and systems administrators are increasingly taking on additional functions, and the old online catalog has become a portal in many libraries. Speakers in this practical session deal with hands-on issues ranging from RFPs, to open source software tools, portal implementation, and the functionality of library automation software—as well as what it takes to be a successful systems librarian.

Moderators: *Pamela Cibbarelli, Cibbarelli's & Richard Boss, Information Systems Consultant, Inc.*

### Library Systems Administration

E101

10:45 a.m. – 11:30 a.m.

#### RFPs Revisited

*Elaine Ross, Gale Group*

Elaine Ross provides perspectives from her experience on both the sending and receiving end of Requests for Proposals, as well as findings from an informal survey of procurement departments concerning the RFP process in the electronic software and content arena.

#### Accidental Systems Librarianship

*Rachel Singer Gordon, Webmaster, Lisjobs.com, and Author, The Accidental Systems Librarian*

Systems librarians often receive little technology training during graduate school. However, by both personality and background, librarians are uniquely suited to assume a systems role in our organizations. Rachel Singer-Gordon discusses the "accidental" nature of many systems positions and defines strategies for success. Anyone with a solid foundation in librarianship and a willingness to confront changing technology can be effective in a library technology position with or without formal computer training.

### Open Source Software and Libraries

E102

11:45 a.m. – 12:30 p.m.

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

What is open source software? Do you need it? What do you do with it? How can libraries make use of and contribute to its development? Get an overview of open source tools that libraries can use in areas such as ILL workflow enhancement, Web site content management, online reference services, electronic reserves, portals, and customization services. Take home practical tips on software and tools you can use on your library Web site.

### Lunch Break — A Chance to Visit the Exhibits

12:30 p.m. – 2:00 p.m.

## Murray Hill

### KEYNOTE

### Libraries in the Digital Age: Perspectives with a Twist

2:00 p.m. – 2:45 p.m.

Moderator: *Pamela Cibbarelli, Cibbarelli's Will Manley, City Administrator, Tempe, AZ, and American Libraries Columnist*

Will Manley has brought smiles and laughter to librarians for several decades with his unique humor and insightful points of view. His regular "inside the back cover" column in *American Libraries* is a favorite among many librarians. Manley has authored dozens of articles and written nine books for and about librarians. He is the originator of the Will Manley Award for Use of Humor Among Library Staff. His keynote on libraries in the digital age is guaranteed to be delivered with his usual humorous, but on-point perspective.

### Libraries in the Digital Age: Perspectives with a Twist

KEYNOTE

2:00 p.m. – 2:45 p.m.

*Will Manley, City Administrator, Tempe, AZ, and American Libraries Columnist*

### Networking Break — A Chance to Visit the Exhibits

2:45 p.m. – 3:15 p.m.

### Planning and Implementing Library Portals

E103

3:15 p.m. – 4:00 p.m.

*Richard Boss, Information Systems Consultant*

Many libraries use their Web sites as portals to access a variety of information, including the online catalog, internal and external databases, the catalogs of other libraries, and selected Web resources. In this workshop, Richard Boss provides an overview of software for library portals and considerations for portal implementation and design.

### Library Automation: Functionality & User Ratings

E104

4:15 p.m. – 5:00 p.m.

*Pamela Cibbarelli, Editor, Directory of Library Automation Software, Systems, and Services*

*Computers in Libraries* is currently publishing a series of articles on the *ILS Marketplace* authored by Pamela Cibbarelli. This session covers the findings of the research conducted for the articles, including the status of product development and user-ratings of today's major library automation products. Attend this session and find out if you agree or disagree with the ratings provided by users of software for integrated library systems.

### Wine & Cheese Reception — In the Exhibit Hall

5:00 p.m. – 6:00 p.m.

## ISSUES FOR DIGITAL LIBRARIES TRACK F

Nassau

Digital libraries are a “good thing,” but success is not guaranteed and often elusive. Learn how to mitigate the risks by sharing resources to accomplish a digital library project, how interface design can ensure satisfied users, and get up-to-date on the digital rights issues such as who owns what content, distribution, and linking rights.

**Moderator:** *Deborah Lynne Wiley, Next Wave Consulting, Inc.*

### Cooperative Digital Initiatives

F101

10:45 a.m. – 11:30 a.m.

*Cokie Anderson, Assistant Professor, Electronic Publishing Librarian, Oklahoma State University*

*Marilyn Tickner, GEM Representative, Gateway to Educational Material (GEM) Consortium*

*Gina Minks, Special Collections Librarian, University of Tulsa*

Why go it alone? With money, time, and staff all in limited supply, sharing resources is often the best way to accomplish a digital project. Using examples from their own initiatives, the speakers in this session will discuss the hows and whys of cooperative projects, including advice on when to get involved—and when to stay clear.

### Interface Design for Digital Collections

F102

11:45 a.m. – 12:30 p.m.

*Dan Allen, Web Designer, Temple University*

*Eric Hards, Senior Web Designer, Lockheed Martin*

Anyone can make a Web page, but our experts in this session highlight design tips and techniques that will help you make your Web pages more accessible and usable. The speakers will focus on how to create one interface to provide access to a disparate selection of information resources and a variety of users. Accessibility issues will also be covered, ensuring that all your users have a satisfying experience.

### Lunch Break — A Chance to Visit the Exhibits

12:30 p.m. – 2:00 p.m.

### Libraries in the Digital Age: Perspectives with a Twist

KEYNOTE

2:00 p.m. – 2:45 p.m.

*Will Manley, City Administrator, Tempe, AZ, and American Libraries Columnist*

### Networking Break — A Chance to Visit the Exhibits

2:45 p.m. – 3:15 p.m.

### Digital Rights Issues

F103

3:15 p.m. – 4:00 p.m.

*Christopher Kenneally, Author Relations, Copyright Clearance Center*

*George Pike, Assistant Professor of Law and Director, Barco Law Library, University of Pittsburgh School of Law*

Who really owns digital information? Our experts will explore issues including copyright in the global information supply chain and the deep-linking dilemma. An established practice, but under increasing

### E-Libraries+ At-A-Glance

9:00 a.m. – 10:00 a.m.

Opening Keynote — Putting Ideas to Work

10:00 a.m. – 10:45 a.m.

Networking Break — Grand Opening of Exhibition

10:45 a.m. – 11:30 a.m.

E101 — Library Systems Administration

F101 — Cooperative Digital Initiatives

11:45 a.m. – 12:30 p.m.

E102 — Open Source Software and Libraries

F102 — Interface Design for Digital Collections

12:30 p.m. – 2:00 p.m.

Lunch Break — A Chance to Visit the Exhibits

2:00 p.m. – 2:45 p.m.

Keynote — Libraries in the Digital Age

2:45 p.m. – 3:15 p.m.

Networking Break — A Chance to Visit the Exhibits

3:15 p.m. – 4:00 p.m.

E103 — Planning and Implementing Library Portals

F103 — Digital Rights Issues

4:15 p.m. – 5:00 p.m.

E104 — Library Automation

F104 — Realities of Managing Digital Rights

scrutiny, deep-linking is said to infringe on the rights of content providers. Does it really? The global information supply chain breaks down over such questions, as well as over the related issues of authenticity and rights management. Attend this session to hear the latest on your rights as a digital consumer or publisher.

### Realities of Managing Digital Rights

F104

4:15 p.m. – 5:00 p.m.

*Gail Dykstra, Dykstra Research*

Libraries want to help users stay on the “right” side of copyright. Learn how academic and institutional libraries are educating users about their digital rights, encouraging non-infringing behaviors, and deploying to provide information on content preferences. Librarians are called on to provide advice on the “right” way to use digital content and to be leaders within their organizations on best practices for digital rights technologies. This session concentrates on practical solutions and strategies being used by libraries. New technologies for managing digital rights will be identified and demonstrated.

### Wine & Cheese Reception — In the Exhibit Hall

5:00 p.m. – 6:00 p.m.

## Coffee and Tea

Please join us for complimentary coffee and tea service in the Exhibit Hall each morning at 10:00 a.m.

## Trionon Ballroom

### BREAKFAST WITH THE BRASS

Open to all InfoToday 2003 attendees

7:45 a.m. – 8:45 a.m.

### KEYNOTE — New Directions in Search: The Google Experience

*Craig Silverstein, Director of Technology, Google, Inc.*

9:00 a.m. – 10:00 a.m.

### Networking Break— Opening of Exhibition

10:00 a.m. – 10:45 a.m.

## THE ART & SCIENCE OF RESEARCH TRACK A

### Petit Trionon

Public records research for personal data, competitive intelligence research for companies, and the legal research scene are covered in this content-focused track. As searchers become more efficient and previously hidden data surfaces on the Web and in traditional databases, the possibilities for research expand exponentially, albeit sometimes in unexpected ways. Expand your research horizons by hearing from these experienced practitioners.

### Still Naked in Cyberspace

A201

12:00 p.m. – 12:45 p.m.

**Moderator:** *David King, Project Manager, Kansas City Public Library*  
*Carole Lane, Author, Naked in Cyberspace*

Sales of the second edition of Carole Lane's book, *Naked in Cyberspace*, have taken off like a shot. In this session, hear Carole explain the intricacies of personal records research. As one of the country's experts on this topic, Carole not only speaks about the question of privacy, but she also gives a nonjudgmental assessment of what personal data is and is not available through online databases. Her views will interest professional researchers tracking down information on people for business or personal reasons, as well as others who are intrigued by the public policy issues raised by this type of research.

### Lunch Break — A Chance to Visit the Exhibits

12:45 p.m. – 2:00 p.m.

### Developments in Competitive Intelligence

A202

2:00 p.m. – 2:45 p.m.

**Moderator:** *Jerry P. Miller, Simmons College*

#### CI Meets KM

*Jerry Miller, Director of Competitive Intelligence, Graduate School of Library Science, Simmons College*

### Back to the Future: The Evolution of Environmental Scanning

*Margaret Carr, Carr Research Group*

Competitive intelligence has been around long enough that it's time to rethink some of its basic premises. Jerry Miller, a long-time CI researcher, explores the confluence of knowledge management with

## Trionon Ballroom

### GENERAL SESSION

### Security and Freedom: Issues Facing Librarians

10:45 a.m. – 11:45 a.m.

**Moderator:** *Dan Duncan, Consultant*

*Bruce R. James, Public Printer, U.S. Government  
Printing Office*

*James Neal, Vice President for Information Services and  
University Librarian, Columbia University*

*Aimee C. Quinn, Assistant Professor & Assistant Documents  
Librarian, University of Illinois at Chicago*

Since the events of September 2001, the government has imposed on librarians—through statutes such as the Patriot Act and Homeland Security Act, as well as new regulations—revised requirements and procedures for tracking both information use and removing or destroying publicly-accessible government documents. Learn what the government is doing to aid librarians in understanding these changes and how the library community is adapting to the changing landscape.

competitive intelligence. How analogous is CI to KM? Are they pursuing the same goals or are there differences? Margaret Carr takes a second look at environmental scanning, a traditional technology that has been reinvented in today's online world. Based on numerous interviews with CI professionals, she will provide insights into the value of environmental scanning.

### Networking Break — A Chance to Visit the Exhibits

2:45 p.m. – 3:15 p.m.

### In Good Legal Standing

A203

3:15 p.m. – 4:00 p.m.

**Moderator:** *Mark Goldstein, President, International Research Center*

### How Law Librarians Rank Knowledge Management

*Glen Bencivengo, Associate Professor, School of Library & Information Science, Pratt Institute*

### Legal Research for the Non-Legal Professional

*Steven Anderson, Director of Research Services, Gordon  
Feinblatt Rothman Hoffberger & Hollander, LLC*

Like many other professionals, law librarians are confronting the issues raised by knowledge management. Glen Bencivengo, a lawyer and law librarian, examines what he sees as the salient points. Taking a different tack, Steven Anderson gives pointers on using the Web for legal research, even if you're not a law librarian or a lawyer.

### Value for Money: You Mean I Have to Pay?

A204

4:15 p.m. – 5:00 p.m.

**Moderator:** *Susanne Sabroski, President, Sabroski & Associates*  
*Marydee Ojala, Editor, ONLINE Magazine*

Most information professionals have never subscribed to the myth of free information on the Internet. However, management often thinks that getting something for nothing is a superb idea — and sometimes it is. In this session, Marydee Ojala investigates some of the reasons to pay —

or not to pay — for information, and explores whether free sites sometimes offer better information than fee-based services. Search examples illustrate decision points for when to use a fee-based or free source.

## ACHIEVING WEB SEARCH EXCELLENCE TRACK B

**Trianon Ballroom**

Who doesn't want to master the intricacies of Web search so we can provide clients and patrons with excellent and comprehensive search results? However, the complexity and ever-changing nature of the Web is a major obstacle to fully understanding Web search functions, capabilities, and resources.

### Reference Work in our Web World

**B201**

12:00 p.m. – 12:45 p.m.

Moderator: *Paula Hane, News Editor, Information Today, Inc.*

*George R. Plosker, Consultant*

As information professionals strive to achieve Web search excellence, they must go beyond discovering and utilizing the most appropriate and up-to-date search strategies. The crucial need is to provide leadership and direction on locating and retrieving needed information for affiliated professional end-users, patrons, and students who are doing their own searching. This assistance should include a wider range of related activities that lead to the empowerment of a new generation of searchers. George Plosker will review related activities such as instruction and education, collection development, and leveraging reference know-how to engineer integrated solutions.

### Lunch Break — A Chance to Visit the Exhibits

12:45 p.m. – 2:00 p.m.

### The Pleasures and Pitfalls of Electronic Books

**B202**

2:00 p.m. – 2:45 p.m.

Moderator: *Don Hawkins, Information Today, Inc.*

*Donald Hawkins, Information Today, Inc.*

*Chris Forbes, President & CEO, knovel*

Electronic books have their proponents and detractors. Some have gone so far as to declare e-books dead. Our two speakers vehemently disagree, seeing many signs of life and expecting growth in the types and numbers of available e-books. Donald Hawkins has followed e-books for several years, contributing seminal articles on the topic to *ONLINE* magazine. Chris Forbes runs knovel, which supplies scientific and technical reference books to libraries worldwide. From their differing, yet complementary, perspectives, the genre of e-books will be thoroughly explained in this timely session.

### Networking Break — A Chance to Visit the Exhibits

2:45 p.m. – 3:15 p.m.

## Coffee and Danish Hour

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

Times for each morning's food service are 8:00 to 9:00 a.m. on Tuesday and Thursday, and 7:30 to 8:45 a.m. on Wednesday.

## NationalOnline<sup>+</sup> At-A-Glance

7:45 a.m. – 8:45 a.m.

**Breakfast with the Brass**

9:00 a.m. – 10:00 a.m.

**Keynote — New Directions in Search**

10:00 a.m. – 10:45 a.m.

**Networking Break — Opening of Exhibition**

10:45 a.m. – 11:45 a.m.

**General Session — Security and Freedom:  
Issues Facing Librarians**

12:00 a.m. – 12:45 p.m.

**A201 — Still Naked in Cyberspace**

**B201 — Reference Work in our Web World**

12:30 p.m. – 2:00 p.m.

**Lunch Break — A Chance to Visit the Exhibits**

2:00 p.m. – 2:45 p.m.

**A202 — Developments in Competitive Intelligence**

**B202 — Pleasures & Pitfalls of Electronic Books**

2:45 p.m. – 3:15 p.m.

**Networking Break — A Chance to Visit the Exhibits**

3:15 p.m. – 4:00 p.m.

**A203 — In Good Legal Standing**

**B203 — Making Your Spider Outperform Google**

4:15 p.m. – 5:00 p.m.

**A204 — Value for Money**

**B204 — Nomadic Computing**

### Making Your Spider Outperform Google

**B203**

3:15 p.m. – 4:00 p.m.

Moderator: *Marydee Ojala, Editor, ONLINE*

*Rich Wiggins, Senior Information Technologist,  
Michigan State University*

Early models of Web search worked on the assumption that users browse as they seek starting points, and search when they seek more details. But spiders can also deliver starting points just as well as Google. Log analysis reveals that a small number of unique searches account for a huge percent of searches performed. At Michigan State University, this analysis resulted in an "accidental thesaurus" that matched the most popular search phrases with the best Web starting points.

### Nomadic Computing

**B204**

4:15 p.m. – 5:00 p.m.

Moderator: *Paula Hane, News Editor, Information Today, Inc.*

*Stephen Arnold, Arnold Information Technologies*

Anywhere, anytime—that's the promise of ambient computing. If you have a wireless device, you can be connected, regardless of time and space. Or so go the promises of wireless vendors. How does wireless affect library space planning, not to mention library funding? Can wireless technology enhance the services provided by libraries and information professionals? Learn about the latest technologies, how to cost-justify, and when to implement them during this thought-provoking session.



## Trianon Ballroom

### BREAKFAST WITH THE BRASS

Open to all InfoToday 2003 attendees

7:45 a.m. – 8:45 a.m.

### KEYNOTE— New Directions in Search: The Google Experience

*Craig Silverstein, Director of Technology, Google, Inc.*

9:00 a.m. – 10:00 a.m.

### Networking Break— Opening of Exhibition

10:00 a.m. – 10:45 a.m.

## INNOVATION & KNOWLEDGE NETWORKS TRACK C

### Rendezvous Trianon

This track focuses on KM and innovation with sessions on the concepts and applications of social network analysis in KM and innovation, best practices of KM in driving innovation, expert knowledge networks and systems, and sustaining innovation.

Moderator: *Deb Wallace, Clarica*

### Tapping Social Networks to Leverage Knowledge & Innovation

C201

12:00 p.m. – 12:45 p.m.

*Patti Anklam, Knowledge Management Consultant, Hutchinson Associates*

In today's business world, "social capital" is becoming a key indicator of a company's potential success, and diagrams produced by social network analysis tools consistently spark "ah-ha's" in management circles. This session highlights Patti Anklam's experience using social network analysis in a major corporation, some of the "ah-ha's" she has facilitated, and provides insights into some new ways of looking at networks. She discusses the benefits of using social network analysis as a diagnostic tool to assess and present KM solutions in the context of real business problems.

### Lunch Break — A Chance to Visit the Exhibits

12:45 p.m. – 2:00 p.m.

### Building Knowledge-Based Alliances

C202

2:00 p.m. – 2:45 p.m.

*Salvatore Parise, Senior Consultant, IBM Institute for Knowledge-Based Organizations*

Alliances are a critical mechanism for an organization to learn and acquire knowledge resources to complement its internal capabilities. While the variety of alliances in today's business environment is great, one constant remains: the importance of information and knowledge management in maximizing the value that organizations retain from partnerships. Simply put, sourcing innovation means sourcing knowledge. Most organizations lack a systematic ability to learn from, and about, the partnering process. Among the many important considerations that enter into partnering decisions and practices (e.g., portfolio value, cost of ownership) the optimization of learning and knowledge transfer is perhaps the most poorly understood. Using examples from

## Rendezvous Trianon

### KEYNOTE

### The Strategic Context for Communities of Practice

10:45 a.m. – 11:45 a.m.

*Hubert St. Onge, CEO, Konverge Digital Solutions Inc.;  
Executive Vice-President, Strategic Capabilities, S.A.  
Armstrong Limited*

Communities of practice have to be an integral part of a knowledge strategy to increase productivity and innovation in an organization. A knowledge strategy without communities lacks the exchange dimension that enables the flow of knowledge across the enterprise. Weaving communities of practice across the organization complements the formal accountability hierarchy and enhances the long-term performance of an organization. Hubert St. Onge uses real-world examples to illustrate how communities fit within an effective knowledge strategy and have a positive impact on performance and innovation.

his research, our speaker discusses how to use knowledge to help build external alliances, and how to take better advantage of strategic alliances by focusing on how knowledge gets shared across organizational borders.

### Networking Break — A Chance to Visit the Exhibits

2:45 p.m. – 3:15 p.m.

### Best Practices in Using KM to Drive Innovation

C203

3:15 p.m. – 4:00 p.m.

*Kimberly Lopez, Senior KM Consultant, &  
Darcy Lemons, KM Consultant, American Productivity &  
Quality Center*

Hear how best-practice organizations such as 3M, Boeing, and World Bank have leveraged collaboration and knowledge sharing to support innovation and impact the business results within their organizations. This case study features the findings of the APQC consortium benchmarking study, which focused on knowledge management and innovation. It discusses how best-practice organizations enabled their innovation process with KM principles and practices to create a knowledge-sharing culture.

### Managing for Sustainable Innovation

C204

4:15 p.m. – 5:00 p.m.

*Mark W. McElroy, President & CEO, Macroinnovation Associates,  
LLC, & President, Knowledge Management Consortium  
International (KMCI)*

By formalizing the dynamics of innovation on an enterprise-wide basis, an organization can dramatically improve its performance in the marketplace, as well as the strength of its balance sheets. This session provides a summary of competing views on how to manage innovation, looking at what it means to achieve enterprise-wide innovation, and what it means for an organization to achieve sustainable levels of innovation. The management implications of adaptive systems theory relative to innovation are also examined.

## KNOWLEDGE METRICS & ROI TRACK D

Nassau

Measuring impact and value as well as providing return on investment is critical—and challenging—for KM programs. The sessions in this track suggest ideas, strategies, and examples to meet this challenge.

**Moderator:** *Donna Scheeder, Congressional Research Service*

### KM Metrics & Management Consulting

D201

12:00 p.m. – 12:45 p.m.

**Robert Armacost**, Director of Knowledge Management, Bain and Company

Bain and Company, a management consulting firm based in Boston, has demonstrated strong leadership implementing successful KM programs and systems. Bain's Global Experience Center and Bain Virtual University have re-invented how its consultants work and learn. Bain has developed a detailed framework for understanding the impact of its KM programs on the company. This session describes research that Bain is leading to measure these impacts and explores metrics used to promote knowledge sharing and overcome the cultural barriers to sharing inside a company.

### Lunch Break — A Chance to Visit the Exhibits

12:45 p.m. – 2:00 p.m.

### Justifying COPs: Case Study

D202

2:00 p.m. – 2:45 p.m.

**Richard Azzarello**, Reality Consulting

This session describes the challenges faced by a community of practice (COP) leader in justifying the community's value to the organization. Facing increasingly more short-sighted traditional financial justification requirements to keep the community going, the leader had a major insight and turnaround of the dilemma when the community was viewed as an efficient market for knowledge exchange. The value of the "goods and services" that are "bought and sold" in this marketplace became apparent to all. This session shares insights, strategies, and ideas for justifying COPs.

### Networking Break — A Chance to Visit the Exhibits

2:45 p.m. – 3:15 p.m.

### Establishing ROI from Idea Management Programs

D203

3:15 p.m. – 4:00 p.m.

**Mark Turrell**, CEO, Imaginatik Research

**Boris Pluskowski**, Senior Consultant, Imaginatik Research

Using a host of practical examples and case studies from companies such as Bristol-Myers Squibb, Cadbury-Schweppes, and Mott's Apples, this session illustrates current best practices in dealing with participants of online idea management systems—from user interfaces and necessary communications to reward structures—and details how lessons learned can be used in other KM-type applications. It discusses how idea management fits into a KM infrastructure, the various roles that people play in a collaborative user community, and how to tailor internal marketing and structure internal reward mechanisms to achieve maximum participation and results from the user community.

## KnowledgeNets<sup>+</sup> At-A-Glance

7:45 a.m. – 8:45 a.m.

**Breakfast with the Brass**

9:00 a.m. – 10:00 a.m.

**Keynote—New Directions in Search**

10:00 a.m. – 10:45 a.m.

**Networking Break — Opening of Exhibition**

10:45 a.m. – 11:45 a.m.

**Keynote — The Strategic Context for Communities of Practice**

12:00 p.m. – 12:45 p.m.

**C201 — Tapping Social Networks**

**D201 — KM Metrics & Management Consulting**

12:45 p.m. – 2:00 p.m.

**Lunch Break — A Chance to Visit the Exhibits**

2:00 p.m. – 2:45 p.m.

**C202 — Building Knowledge Based Alliances**

**D202 — Justifying COPs: Case Study**

2:45 p.m. – 3:15 p.m.

**Networking Break — A Chance to Visit the Exhibits**

3:15 p.m. – 4:00 p.m.

**C203 — Best Practices in Using KM to Drive Innovation**

**D203 — ROI from Idea Management Programs**

4:15 p.m. – 5:00 p.m.

**C204 — Managing for Sustainable Innovation**

**D204 — Financial Markets, and Intellectual Capital**

## Transparency, Financial Markets, and Intellectual Capital

D204

4:15 p.m. – 5:00 p.m.

**Ross Dawson**, CEO, Advanced Human Technologies, & Author of Living Networks

Transparency in the business world is being driven by the ever-freer and swifter flow of information through the networks, as well as regulatory shifts and investor demands. New standards for financial reporting such as XBRL allow investors and financial institutions to analyze and aggregate information in new ways, giving renewed impetus to the reporting of nonfinancial data. Investors, regulators, and public companies are helping drive intellectual capital reporting into its next phase.

## Meet the Authors!

Please visit the Information Today, Inc. (ITI) Booth #136 on Wednesday, May 7th from 10:00 a.m. – 10:45 a.m. to meet some of ITI's outstanding book authors.

Authors attending have written books on Internet searching and security, knowledge management, competitive intelligence, professional development, and more.

## Trionon Ballroom

### BREAKFAST WITH THE BRASS

Open to all InfoToday 2003 attendees

7:45 a.m. – 8:45 a.m.

### KEYNOTE—

#### New Directions in Search: The Google Experience

*Craig Silverstein, Director of Technology, Google, Inc.*

9:00 a.m. – 10:00 a.m.

### Networking Break— Opening of Exhibition

10:00 a.m. – 10:45 a.m.

## SHAPING TOMORROW'S LIBRARIES TRACK E

Murray Hill

Moderators: *Richard Boss, Information Systems Consultant & Marshall Breeding, Vanderbilt University*

### Views of the Future: Preparing For Change E201

10:45 a.m. – 11:45 a.m.

#### Net Effects: How Librarians Can Manage the Unintended Consequences of the Internet

*Marylaine Block, Internet Librarian and Author of Net Effects: How Librarians Can Manage the Unintended Consequences of the Internet*

As wonderful as the Internet is, some unintended consequences could be disastrous for libraries if managers do not find ways to adequately address them. How will librarians deal with changes in users' information-seeking behavior, legal problems caused by the Net, the devaluation of the book, threats to our power to select, disappearing digital data, the techno-economic imperative, and other challenges the Internet has brought into our lives. These problems are not only manageable but have been managed in imaginative ways by other librarians. Listen and learn how to tackle these and other unexpected side effects of living and working in the Internet age.

#### How User Statistics Are About to Transform Our Profession

*David Goodman, Princeton University Library and Palmer School of Library and Information Science*

We are about to experience several major changes that will give librarians and data providers much more powerful tools and abilities with which to analyze and improve research and education. The first factor is the availability of reliable statistics on the actual use of the entire body of electronic resources, with the gradual adoption of the COUNTER standards by all major publishers. The second factor is the ability to compare different subject fields and different research and education institutions, allowing us to offer organizations data of immediate relevance about the degree to which their objectives are accomplished. The third factor is the ability, noninvasively and without impinging on user privacy, to measure how exactly the users use and transform information, which will enable us to understand some elements of the processes of education and research in a way that has the potential to improve their effectiveness. Hear more about these tools and capabilities in this informative and thought-provoking presentation.

## Murray Hill

### KEYNOTE

#### Competition, Technology, & Planning: Preparing for Tomorrow's Library Environment

2:00 p.m. – 2:45 p.m.

*Eric Flower, Librarian, University of Hawaii-West O'ahu*

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

### Views of the Future: Leadership in the Post-Internet Age E202

12:00 p.m. – 12:45 p.m.

*Stephen Abram, Vice President, Micromedia ProQuest*

Leading a library, intranet development, or information service in the Internet age is an exciting challenge with so many new and evolving strategies, skills, and technologies. So how do we lead? Leading our enterprise strategies with respect to the Internet, intranet, and the virtual world while highlighting and demonstrating the impact of our key competencies on our organization is crucial. But it doesn't end with our own success. How can we "teach" leadership to our staff and professional colleagues both inside and outside the organizations we serve? How can educators and practitioners work together to create an environment of life-long leadership learning?

### Lunch Break — A Chance to Visit the Exhibits

12:30 p.m. – 2:00 p.m.

### Competition, Technology, & Planning KEYNOTE

2:00 p.m. – 2:45 p.m.

*Eric Flower, Librarian, University of Hawaii-West O'ahu*

### Networking Break — A Chance to Visit the Exhibits

2:45 p.m. – 3:15 p.m.

### Distance Learning and TEACH E203

3:15 p.m. – 4:00 p.m.

Moderator: *Dan Duncan, Consultant*

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

TEACH, the Technology, Education and Copyright Harmonization Act of 2002, expands the rights of educators to use copyrighted material in the distance-education environment, but not without a myriad of compliance requirements, along with requirements for using technological protection measures. This session will highlight the substantial changes brought about by TEACH and guide you in knowing what your new rights and responsibilities are.

## Computer-Aided Indexing

E204

4:15 p.m. – 5:00 p.m.

### Smart Taxonomies and CAI

*Randall Marcinko, President & CEO, Nstein Technologies, Inc.*

New taxonomy management/“intelligent” categorization software makes it possible to powerfully process mass document volumes across complex subject areas, cross-link related content, accelerate searches, navigate across multilingual source material, and other advanced capabilities. Get a glimpse of the potential and power of intelligent indexing in this eye-opening presentation.

### Classification & Your Intranet

*Susan Stearns, Vice President, Marketing, Inmagic*

Classification is an integral part of setting up your corporate intranet or portal. “Infoglut” is not just information overload—it is the gap between the volume of information and the tools we have to assimilate that information into useful knowledge. Learn about the tools and combination of technologies that now make it possible to close this gap.

## TOOLS FOR DIGITAL LIBRARIES TRACK F

Gramercy B

Moderator: *Deborah Lynne Wiley, Next Wave Consulting, Inc.*

## Building a Digital Library: Shining Examples and Lessons Learned

F201

10:45 a.m. – 11:45 a.m.

*Larisa Brigeovich, Manager, Global Research Library, Franklin Templeton Investments*

*Charlotte Spinner, President, Effective Systems Solutions LLC*

*Thomas R. Kochtanek, Associate Professor, School of Information Science, University of Missouri-Columbia*

This panel of digital librarians will describe their initiatives, how they planned and implemented their digital solutions, and what they would do differently next time around. Their case studies include a rapid-response collection built after September 11, a virtual learning center for historical material, and an integrated resource for a global company. Get inspired and get ready to tap your own organization's digital library potential by hearing what others have accomplished.

## Knowledge Management Glue: Taxonomies

F202

12:00 p.m. – 12:45 p.m.

*Dee Baldwin, Blue Cross/Blue Shield of Florida*

*Claude Vogel, Chief Scientist, Convera*

With more and more information available in digital format, controlled vocabularies are increasingly important. Hear how one librarian adapted and combined existing taxonomies to create an indexing tool for internal documents, and hear an industry expert predict the future of classification systems.

## Lunch Break — A Chance to Visit the Exhibits

12:30 p.m. – 2:00 p.m.

## Competition, Technology, & Planning

KEYNOTE

2:00 p.m. – 2:45 p.m.

*Eric Flower, Librarian, University of Hawaii-West O'ahu*

## E-Libraries<sup>+</sup> At-A-Glance

7:45 a.m. – 8:45 a.m.

*Breakfast with the Brass*

9:00 a.m. – 10:00 a.m.

**Keynote — New Directions in Search**

10:00 a.m. – 10:45 a.m.

**Networking Break—Opening of Exhibition**

10:45 a.m. – 11:45 a.m.

**E201 — Views of the Future—Part 1**

**F201 — Building a Digital Library**

12:00 p.m. – 12:45 p.m.

**E202 — Views of the Future—Part 2**

**F202 — Knowledge Management Glue**

12:30 p.m. – 2:00 p.m.

**Lunch Break — A Chance to Visit the Exhibits**

2:00 p.m. – 2:45 p.m.

**Keynote — Competition, Technology, & Planning**

2:45 p.m. – 3:15 p.m.

**Networking Break — A Chance to Visit the Exhibits**

3:15 p.m. – 4:00 p.m.

**E203 — Distance Learning and TEACH**

**F203 — Using XML**

4:15 p.m. – 5:00 p.m.

**E204 — Computer-Aided Indexing**

**F204 — New Free Technologies for Information Delivery**

## Networking Break — A Chance to Visit the Exhibits

2:45 p.m. – 3:15 p.m.

## Using XML

F203

3:15 p.m. – 4:00 p.m.

*Craig Little, Web Content Manager, Prentice Hall PTR*

*Bruce Rosenblum, CEO, Inera, Inc.*

XML has often been billed as the solution for repurposing and manipulating content. Is it really? Life is not always so simple. Hear tales from the trenches as a publisher tells us what can go wrong—and does, and get expert advice on choosing and implementing XML schema and DTDs for your own use.

## New Free Technologies for Information Delivery

F204

4:15 p.m. – 5:00 p.m.

### Automating Library Web Pages Using PHP

*Anjanette Young, Electronic Resources Librarian, Saint Peter's College Libraries*

Keeping Web pages up-to-date is a headache and makes maintaining the information in a database almost a necessity. This session describes the use of PHP, a widely used open-source, general-purpose scripting language, for automating the updating process.

### A SOAP-Based User Survey

*Frank Walker & George R. Thoma, National Library of Medicine*

At the National Library of Medicine, Simple Object Access Protocol (SOAP) was used to implement an end-user survey to evaluate a new software. This presentation discusses the implementation of the survey and offers an analysis of the results. Learn how SOAP can enable new possibilities for your library or organization.

Trianon Ballroom

## KEYNOTE—

### The Digital Copyright Agenda

*Marybeth Peters, Register of Copyrights and Director, U.S. Copyright Office*

9:00 a.m. – 10:00 a.m.

### Networking Break — Opening of Exhibition

10:00 a.m. – 10:30 a.m.

## INFORMATION QUALITY TRACK A

Petit Trianon

This track tackles various aspects of creating quality information. The importance of metadata, the primary research function, and digitizing archival information cannot be overlooked when designing databases, Web sites, and informational resources. Learn more about how to build quality into your information resources and Web sites.

Moderator: *George Plosker, Consultant*

### The Role of Metadata for Today's Content A301

10:30 a.m. – 11:15 a.m.

*Bob Boiko, Lecturer, iSchool, University of Washington, & Author, Content Management Bible*

Metadata—data about data—is touted as facilitating quality results, at least when used properly. Boiko's notion of metadata is wide-ranging, encompassing structure, format, access, management, and inclusion. In considering the role of metadata, he touches on sharing, standards, databases, and awareness of the wider world. Applying metadata to information sources allows us to understand and use the data on the public Web and on our intranets. In this session, you will learn how to apply metadata to your content for maximum results.

### Building Quality Databases A302

11:30 a.m. – 12:15 p.m.

*Margot Williams, Business Development Manager, Snapshots International*  
*Marshall Breeding, Library Technology Officer, Vanderbilt University*

For Snapshots International, building a quality market research database begins with the research process. Primary research feeds a database model that ensures users have a consistent series of data points arranged in a predictable pattern. At Vanderbilt University, the library has taken on the project of creating a news database from the Vanderbilt Television News Archive. The Archive staff catalogs and creates abstracts for each news program. Creating a large-scale Web-enabled database presents unique challenges in digitizing video and in producing streaming video.

### Lunch Break — A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

### Content Management Symposium

1:30 p.m. – 5:00 p.m.

## NationalOnline<sup>+</sup> At-A-Glance

9:00 a.m. – 10:00 a.m.

**Keynote — The Digital Copyright Agenda**

10:00 a.m. – 10:30 a.m.

**Networking Break — Opening of Exhibition**

10:30 a.m. – 11:15 a.m.

**A301 — The Role of Metadata for Today's Content**

**B301 — The Other Web: Directories, Images, Non-HTML Files and ALL That**

11:30 a.m. – 12:15 p.m.

**A302 — Building Quality Databases**

**B302 — Internal Search Engines**

12:15 p.m. – 1:30 p.m.

**Lunch Break**

1:30 p.m. – 5:00 p.m.

**Content Management Symposium**

## ALTERNATIVE SEARCH ENGINES TRACK B

Trianon Ballroom

Moderator: *Sheri Lanza, Editor, The CyberSkeptic's Guide to Internet Research, Information Today, Inc.*

### The Other Web: Directories, Images, Non-HTML Files, and All That B301

10:30 a.m. – 11:15 a.m.

*Ran Hock, Online Strategies*

In this session Ran Hock, author of *The Extreme Searcher's Guide to Web Search Engines: A Handbook for the Serious Searcher*, shares his know-how about search engine capabilities for retrieving items other than HTML Web pages. There are a host of information resources on the Web that aren't in HTML format, and technical developments in Web search engines are constantly expanding the universe of retrievable materials. Ran will bring you up to date on the essential "other Web."

### New Paradigms for Search Engines B302

11:30 a.m. – 12:15 p.m.

*Chris Sherman, Associate Editor, Search Engine Watch*

If there's a constant with Web search engines, it's that they change abruptly and without advance notice. And although the general public may equate search engines with Google, information professionals need a lot more than Google in their toolkits. Search expert Chris Sherman tracks Web search engines for a living. He's on top of new engines, changes in existing engines, Web sites that resist being found by search engines, and meshing traditional online with newer technologies. This session is for savvy searchers who go beyond Google.

### Lunch Break — A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

### Content Management Symposium

1:30 p.m. – 5:00 p.m.

Trianon Ballroom

## KEYNOTE—

### The Digital Copyright Agenda

*Marybeth Peters, Register of Copyrights and Director, U.S. Copyright Office*

9:00 a.m. – 10:00 a.m.

### Networking Break — Opening of Exhibition

10:00 a.m. – 10:30 a.m.

## KNOWLEDGE STRATEGIES & TOOLS TRACK C

Nassau

These sessions provide two different perspectives of organizations and ideas for managing knowledge and content, sharing practical examples, applications for content management tools, and case studies.

Moderator: *Patti Anklam, Hutchinson Associates*

### Knowledge Management at the Library

10:30 a.m. – 11:15 a.m.

*Christina Stoll, Knowledge Management Specialist, North Suburban Library System*

*Debbie Taylor, Electronic Resources Project Manager, North Suburban Library System*

Libraries are in the knowledge business. Daily, libraries capture, organize, and share knowledge. The Chicago-area North Suburban Library System, a multi-type consortium of over 650 libraries embarked on its own KM initiative working with American Productivity & Quality Center. Their vision was to increase the capacity of the organization, enrich the benefits of service to library members and their communities, and model a KM effort for member libraries. Hear about the process of starting a KM Initiative at a library system, learn about the projects they've undertaken, and gain some critical insights into the importance of KM to libraries.

C301

### Can a Computer Program Build a Good Taxonomy?

11:30 a.m. – 12:15 p.m.

*Marcia Morante, President, Knowledge Curve, Inc.*

Taxonomy development is a labor-intensive, time-consuming, critical task for any content or knowledge management initiative. Recently, some software products have been claiming to lessen this burden. This session examines the products and tools currently being marketed in this space, compares and evaluates their outputs, and measures them against knowledge structures that are intellectually produced. Classification capabilities are also covered since taxonomy creation and categorization software are typically packaged together.

C302

### Lunch Break — A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

### Content Management Symposium

1:30 p.m. – 5:00 p.m.

## KnowledgeNets<sup>+</sup> At-A-Glance

9:00 a.m. – 10:00 a.m.

Keynote — *The Digital Copyright Agenda*

10:00 a.m. – 10:30 a.m.

Networking Break — *Opening of Exhibition*

10:30 a.m. – 11:15 a.m.

C301 — *Knowledge Management at the Library*

D301 — *Retaining Valuable Knowledge*

11:30 a.m. – 12:15 p.m.

C302 — *Can a Computer Program Build a Good Taxonomy?*

D302 — *Continuity Management*

12:15 p.m. – 1:30 p.m.

Lunch Break — *A Chance to Visit the Exhibits*

1:30 p.m. – 5:00 p.m.

Content Management Symposium

## RETAINING KNOWLEDGE TRACK D

Mercury Ballroom

Moderator: *Hugh McKellar, KMWorld Magazine*

### Retaining Valuable Knowledge: Proactive Strategies to Deal with a Shifting Workforce

10:30 a.m. – 11:15 a.m.

*Darcy Lemons, KM Project Manager, American Productivity & Quality Center*

How do best-practice organizations retain valuable knowledge when people move on to other organizations, other projects, or retire? This session highlights key findings and best practices from APQC's recent best-practice study. Attendees will understand how and why these best-practice organizations develop a strategy for knowledge retention, how they identified the critical-to-capture knowledge and methods used to capture and transfer it.

D301

### Continuity Management: Preserving Corporate Knowledge and Productivity When Employees Leave

11:30 a.m. – 12:15 p.m.

*Hamilton Beazley, Chairman, Strategic Leadership Group*

Based on his new book of the same title, the author details the "why" and "how" of continuity management, a synergistic partner of knowledge management, implemented to ensure that critical operational knowledge is not lost with departing employees, but is preserved both for their successors and for KM transfer throughout the organization. This session describes the continuity management process and outlines how to identify, harvest, preserve, and transfer knowledge between incumbent and successor employees.

D302

### Lunch Break — A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

### Content Management Symposium

1:30 p.m. – 5:00 p.m.

Trionon Ballroom

## KEYNOTE— The Digital Copyright Agenda

*Marybeth Peters, Register of Copyrights and Director, U.S. Copyright Office*

9:00 a.m. – 10:00 a.m.

## Networking Break — Opening of Exhibition

10:00 a.m. – 10:30 a.m.

### E-LIBRARY SERVICES TRACK E

Gramercy B

Virtual, around-the-clock reference services, accessible to anyone, anywhere, are the norm for libraries of all types and sizes. Explore with these speakers what it takes to implement these services.

## 24/7 Reference: Lessons Learned

E301

10:30 a.m. – 11:15 a.m.

*Moderator: Susan McGlamery, Los Angeles Area Metropolitan Cooperative Library System*

*Panel: Michael Simonds, CEO, Bibliomation, Inc. & Scott Matheson, Yale University*

24/7 reference service has become a goal of many library systems, aided and abetted by the power of the Internet. Software, staffing, and follow-up services are just a few of the many concerns of those who strive to provide quality service around the clock. Hear a panel of librarians talk about some solutions to the challenges.

## Usability Issues

E302

11:30 a.m. – 12:15 p.m.

*Moderator: Pamela Cibbarelli, Cibbarelli's*

## Usability Today: What's New in Usability Research

*Frank Cervone, Northwestern University*

What have we learned about usability on Web sites? In this session, learn about recent research related to user scrolling behavior, pop-up windows, and site design for interactive services like "Ask a Librarian." If you think an accessible site means one with no graphics, no design, just text, and lots of it, this session will change your mind. Good Web sites are created through a combination of accessibility, ease-of-use, and top-notch design. You will begin thinking about accessibility and usability in an entirely new way.

## Usability and Disabilities: The Human Interface

*Rhea Joyce Rubin, Library Consultant*

Usable technology and accessible buildings alone do not make a library's services available to people with disabilities. Including people with disabilities in designing services and training library staff on disability issues is essential. Hear how libraries in Massachusetts and California are providing new technologies, innovative services, and improved policies.

## Lunch Break — A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

## Content Management Symposium

1:30 p.m. – 5:00 p.m.

## E-Libraries<sup>+</sup> At-A-Glance

9:00 a.m. – 10:00 a.m.

**Keynote — The Digital Copyright Agenda**

10:00 a.m. – 10:30 a.m.

**Networking Break — Opening of Exhibition**

10:30 a.m. – 11:15 a.m.

**E301 — 24/7 Reference: Lessons Learned**

**F301 — Open URLs and Beyond**

11:30 a.m. – 12:15 p.m.

**E302 — Usability Issues**

**F302 — Tying It All Together: Integrating Digital Collections**

12:15 p.m. – 1:30 p.m.

**Lunch Break**

1:30 p.m. – 5:00 p.m.

**Content Management Symposium**

### DIGITAL LIBRARY TECHNOLOGY TRACK F

Murray Hill

Learn how to make use of open URLs, DOIs, CrossRef, plus other tools that are helpful in creating a digital library.

*Moderator: Deborah Lynne Wiley, Next Wave Consulting, Inc.*

## Open URLs and Beyond

F301

10:30 a.m. – 11:15 a.m.

*Davida Scharf, Consultant, NKR Associates Inc.*

*David Stern, Kline Science Library, Yale University*

Get a clear understanding of open URLs and the federated/broadcast searching technologies (such as MetaLib, EnCompass, SearchLight, etc.) that will take open-linking technology to a new level. Our two experts will demonstrate these new tools and provide case studies to illustrate real-world library applications.

## Tying It All Together: Integrating Digital Collections

F302

11:30 a.m. – 12:15 p.m.

*William H. Mischo, Engineering Librarian &*

*Mary C. Schlembach, Assistant Engineering Librarian, University of Illinois at Urbana-Champaign*

This session describes a portal application that features simultaneous broadcast searching of multiple abstract and index databases and dynamic linking to full-text documents from citations. The linking technologies are built around information standards such as the Digital Object Identifier (DOI) and the OpenURL format and utilize the CrossRef publishers' initiative metadata database. This case study describes the integration of distributed digital collections with support services that assist in locating, retrieving, linking, and organizing the digital content.

## Lunch Break — A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

## Content Management Symposium

1:30 p.m. – 5:00 p.m.

## Thursday, May 8

### Trianon Ballroom

Moderator: *Tom Reamy, Knowledge Architect, KAPS Group*

### Last Chance to Visit the Exhibits

2:30 p.m. – 3:00 p.m.

### Taxonomies, Lexicons, & Organizing Content

CM101

3:00 p.m. – 3:30 p.m.

*Wendi Pohs, IBM Lotus Software*

Wendi Pohs discusses the processes and tools required for taxonomy creation—from defining meaningful categories to using automatic document clustering techniques. She talks about how to build a carefully crafted content map to enhance the user's search experience and to uncover hidden themes in existing corporate data. To illustrate, she provides real-life taxonomy examples from her experience in the software industry.

### Content Categorization Tools

CM102

3:45 p.m. – 4:15 p.m.

*Tom Reamy, Knowledge Architect, KAPS Group*  
*Andrew Feit, Vice President, Product Marketing, Verity*  
*Ian Hersey, Senior Vice President, Corporate Development and Strategy, Inxight Software*

This session begins with a brief overview of categorization tools, followed by case studies of content categorization tools as they are deployed in real-world applications. The speakers share the challenges, strategies, and lessons learned.

### How to Select a Content Management Systems Vendor

CM103

4:30 p.m. – 5:00 p.m.

*Tony Byrne, Managing Editor, CMSWatch*

Choosing software for content management is a real challenge since there are more than 200 software packages that purport to offer solutions. This session, led by a vendor-neutral industry analyst, demystifies the CMS selection process and provides a practical guide to selecting the technology and solution that are right for you. Take home a checklist of steps for evaluating vendors, ideas about how to negotiate effectively with vendors on key deal terms, and understand which services and tools matter most for your situation.

### Mercury Ballroom

### Dealing with Content: Strategies in Action

CM201

3:00 p.m. – 3:30 p.m.

*Barak Pridor, CEO, ClearForest*

IDC stated that by 2003, Fortune 500 companies would lose a total of \$31.5 billion in revenue due to cumbersome knowledge-seeking practices. Moreover, companies now face the challenges of a knowledge gap stemming from an inability to digest the ever-growing mass of unstruc-



Trianon Ballroom

### KEYNOTE

### Content Management: Challenges and Strategies

1:30 p.m. – 2:30 p.m.

*Bob Boiko, Lecturer, iSchool, University of Washington, & Author, Content Management Bible*

Bob Boiko, a well-known expert and author of the *Content Management Bible*, kicks off the Content Management Symposium and provides a background and perspective on the current content management landscape. Boiko identifies the components of content management, using case studies and lessons learned to illustrate enterprise challenges and strategies. He provides a clear picture of the elements involved in managing content and covers effective tools for dealing with CM challenges.

tured information. The value of identifying knowledge assets is well recognized, and efforts in mapping content, workforce, and work processes appear to have great promise. Using case studies, this session explores how Dow Chemical Company has begun to map its content stores using various tools and techniques and looks at the strategies and solutions that provide ROI for unstructured content and increase productivity across any organization.

### Changing Content & Creating Global Ripples

CM202

3:45 p.m. – 4:15 p.m.

*Ben Martin, Vice President, Global Content Management, J.D. Edwards*

Global enterprises cannot afford the luxury of redundant content. When you change content, how do you ripple that change to the various deliverables that contain it? First, you treat language like data, collapse the data into a single knowledge repository, and then transfer knowledge via configurable content. That way, when you drop a pebble of change into your pool of content, the ripples can carry that change to your users, matching their individual configurations of the original content, regardless of which language they're using. This session describes such an application and shares experiences and tools.

### Deploying a Content Management System

CM203

4:30 p.m. – 5:00 p.m.

*Farida Hasanali, Content Manager, American Productivity and Quality Center*

Deploying a content management system can go seriously wrong if you don't know what to do and must rely on vendors to guide you through the process. APQC has just deployed the first phase of its own content management system using ATG, InterWoven, and Verity. This session focuses on APQC's experiences: What was done, the processes APQC put in place, the project management nightmares, what would not be done again, and, most important, the results. Was it worth it? Did APQC make the right decisions?



## Searcher Academy

9:00 a.m. – 4:30 p.m.

W1

FULL DAY

**Moderator:** *Mary Ellen Bates, Principal, Bates Information Services 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.

## Knowledge Management: Concepts, Methods, and Practice

9:00 a.m. – 4:30 p.m.

W2

FULL DAY

**Mark W. McElroy, President, Knowledge Management Consortium International (KMCI), and CEO, Macroinnovation Associates, LLC**

**Joseph M. Firestone, Executive VP, Knowledge Management Consortium International (KMCI), and CKO, Executive Information Systems, Inc.**

This one-day workshop, created by Knowledge Management Consortium International (KMCI), offers a high-level and comprehensive introduction to Knowledge Management (KM). Designed to equip attendees with a basic understanding of KM theory and practice, emphasizing the advent of "The New Knowledge Management," a synthesis of KM practice firmly rooted in organizational learning and adaptive systems theory, the workshop will cover these areas:

- Key issues and concepts, including knowledge processing, organizational learning, adaptive systems, the knowledge life cycle, KM practices, value propositions, and culture, the natural knowledge management system, and information technology, innovation, the open enterprise, and sustainable innovation

- Information technology applications, tools, and methods, including portals and a wide range of other software tools
- KM and knowledge processing tools and methods, including KM life cycle methodology vs. framework methodology, communities of practice, storytelling, and group decision process methods
- KM process methodology

## Library Automation from A–Z

9:00 a.m. – 4:30 p.m.

W3

FULL DAY

**Marshall Breeding, Vanderbilt University**

**Pamela Cibbarelli, Cibbarelli's**

If you will be selecting a new system or are beginning to do comparison shopping for a future library system, plan now to attend this practical workshop that details the nitty-gritty of selection and implementation of a library system. You will learn about developing a preliminary budget, creating an RFP, evaluating responses to an RFP, optimizing vendor demonstrations, and contracting. Learn about the advances the library automation companies have made in their basic ILS products as well as newer offerings such as library portals, metasearching engines, reference linking, and content integration services. Get an inside glimpse of user-ratings of products, based on research now in progress. Marshall Breeding, creator of the Library Technology Guides Web site and author of many articles on library automation, and Pamela Cibbarelli, editor of the *Directory of Library Automation Software, Systems, and Services* and columnist for *Computers in Libraries* "Library Automation Marketplace" series, team to offer this state-of-the-art overview of products, companies, and technologies, packed into a one-day workshop format.

## Web Design & Usability

9:00 a.m. – 12:00 p.m.

W4

**Eric Hards, Senior Web Designer, Lockheed Martin**

You know a Web site should be designed for usability. Now you need to know how to do it. This half-day workshop focuses on design techniques for creating usable, information-based Web sites. The workshop looks at how users consume information, how to organize information correctly, and how to present information for users so it is most efficient and easy to use. Case studies emphasize how to design information structures of Web sites and intranets. The workshop also covers the choice of navigation elements, color, graphics, and page structure, as well as how to sell usability design to your management.

## Intranets, Portals, & Corporate Strategies

9:00 a.m. – 12:00 p.m.

W5

**Cindy Gordon & Jose Claudio Terra, Helix International, and Authors of Realizing the Promise of Corporate Portals**

This half-day workshop illustrates the differences between intranets and portals and provides a framework for establishing enterprise-wide portals for business purposes. Multiple case studies illustrate different approaches and outline the key areas for successfully implementing a corporate portal. This workshop provides a balanced framework highlighting strategy, process, technology, and change management considerations. Examples of assessment tools and best practices are shared to help guide implementation efforts.

## Lies, Damned Lies, & the Internet: Dealing with Misinformation

9:00 a.m. – 12:00 p.m.

**Anne Mintz**, Director, Knowledge Management, *Forbes Inc.*, and Editor, *Web of Deception: Misinformation on the Internet*

Intentionally misleading or erroneous information on the Web can wreak havoc on your health, finances, business decisions, privacy, online purchases, legal affairs, and more. Internet users are finally becoming aware of the breadth and significance of this growing problem as some of the material on these sites makes its way into the mainstream media and thus onto commercial online news services such as Nexis and Factiva. Learn the evaluation criteria for Web sites and how to use these criteria to evaluate some specific sites. Understand about countermeasures to deal with erroneous information and where to go for help when confronting intentional misinformation. Attendees should have some familiarity with quality print and online sources.

## Current Awareness Delivery Options

9:00 a.m. – 12:00 p.m.

**Gary Price**, Co-Author, *The Invisible Web*, Creator of *Price's List of Lists & Direct Search*

**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 Gary Price and Genie Tyburski examine current awareness needs and choices from start to finish, look at strategies, tools, and resources for gathering new information, and investigate delivery technologies. Learn about the pros and cons of initiating such services via e-mail and Web-based newsletters, weblogs, k-logs, and RSS/XML news feeds. Get up to speed on the latest techniques and thinking on this crucial topic.

## New Web Standards

1:30 p.m. – 4:30 p.m.

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

This intensive 3-hour workshop brings you up to speed with the new formats and terminology you need to know to implement digital library projects. It focuses on the practical applications of TEI, EAD, RDF, XHTML, Dublin Core, METS, MODS, and OAI. Find out what each standard is and isn't and how each relates to the larger digital library environment. Learn about XML markup, DTDs, schemas, namespaces, and stylesheets. Hear case studies and examples of how libraries are working together to build interoperable digital library collections. Obtain a good understanding of developing standards, especially XML, that are useful in creating digital libraries.

## Virtual Reference 101 - CANCELLED

1:30 p.m. – 4:30 p.m.

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

Virtual reference services—live, real-time reference services over the Internet—are hot topics and hot projects for libraries. However, planning and implementing these services require much more effort than

## At-A-Glance

9:00 a.m. – 4:30 p.m.

W1 — Searcher Academy

W2 — Knowledge Management: Concepts, Methods, and Practice  
Mark McElroy & Joe Firestone

W3 — Library Automation from A-Z  
Pamela Cibbarelli & Marshall Breeding

9:00 a.m. – 12:00 p.m.

W4 — Web Design & Usability  
Eric Hards

W5 — Intranets, Portals & Corporate Strategies  
Cindy Gordon & Jose Terra

W6 — Lies, Damned Lies & the Internet  
Anne Mintz

W7 — Current Awareness Delivery Options  
Gary Price & Genie Tyburski

1:30 p.m. – 4:30 p.m.

W8 — New Web Standards  
Frank Cervone

W9 — CANCELLED

W10 — Optimizing Web Sites for Search Engines  
Chris Sherman

W11 — Teaching Web Search Skills  
Greg Notess

just selecting a software package. This workshop suggests a framework for working through the entire process of designing, implementing, and operating a virtual reference service. Get an overview of virtual reference services. Learn the elements to consider when designing a virtual reference service, including software, staffing, and policies. Hear lessons learned and case studies from experts who have done it.

## Optimizing Web Sites for Search Engines

1:30 p.m. – 4:30 p.m.

**Chris Sherman**, *Searchwise, Inc.*

With more than 2 billion Web pages, it's not enough simply to put your site on the Web and hope searchers will beat a path to your virtual door. It's crucial to apply search engine optimization (SEO) techniques to assure that your content has a fighting chance of being found. This workshop introduces the basics of SEO, clearly delineating the differences between legitimate, ethical techniques and the shady tactics used by spammers to trick the engines. For those with limited time or budget, paid placement and paid inclusion programs will be covered, as well as tips for selecting a search engine optimization firm if you'd rather outsource the job to professionals.

## Teaching Web Search Skills

1:30 p.m. – 4:30 p.m.

**Greg Notess**, Reference Librarian, *Montana State University*

How do you teach other users to search the Web? In this seminar you will learn a variety of techniques for teaching newcomers to Web searching as well as those who think they know everything about the Web. You will discover the advantages, disadvantages, and techniques for hands-on training, demonstration sessions, and online, self-paced guides for use in teaching others Web search skills and strategies.

## IT Project Management - CANCELLED

9:00 a.m. – 4:30 p.m.

*John Stenbeck, President, Pareto Principals, Inc.*

This full-day, practical workshop will help you acquire the knowledge and skills that you need to be a successful project manager. Learn how to lead, manage, and motivate project teams and how to stay on budget and in control. Share ideas and participate in case studies and exercises in these critical areas of project management:

- Setting clear objectives that increase management buy-in
- Staying on top of schedules, workloads, and people problems
- Increasing senior management commitment
- Communicating with stakeholders and getting results
- Developing realistic estimates for complex, technical tasks
- Accelerating project delivery and quantifying risk
- Identifying required skills and getting the right team members
- Controlling your team, your time, and your budget

John Stenbeck is a business management consultant and corporate trainer for Fortune 1000 companies and the American Management Association.

W12  
FULL DAY

new abilities and responsibilities at the individual level. While KM cannot succeed unless every knowledge worker takes personal responsibility for what he or she knows and doesn't know, management has to take responsibility for cultivating an atmosphere in which everyone has reason to share while building an infrastructure that makes it easy to share. This interactive session explores the new information skills and new social skills that must go hand in hand.

## Starting and Running a Successful Research Business

9:00 a.m. – 12:00 p.m.

*Mary Ellen Bates, Bates Information Services*

Learn how to plan for, set up, market, and run your own independent information research business. This half-day seminar is taught by a successful, long-time independent info pro and author of a new book on the subject. Learn about all the aspects of preparing to launch your business, developing products or services that your clients will value, marketing yourself and your company, managing and cultivating clients, and running your business. You will leave equipped with the tools you need to launch your own research business.

W15

## Content Management Interactive

9:00 a.m. – 12:00 p.m.

*Bob Boiko, Author of Content Management Bible*

Are you facing a content management issue or challenge? Bring your questions and problems to this half-day interactive workshop, where a content management expert will discuss ideas, strategies, and implementation tips. Learn about the different aspects of content management—collection, management, publishing, authoring, syndicating, templates, and more. Using real-world examples of strategies, techniques, and tools for tackling these challenges, Bob Boiko illustrates content management in action in this interactive workshop.

W13

## Web Finding Tools for the Extreme Searcher

9:00 a.m. – 12:00 p.m.

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

Web search engines, Web directories, metasites, and portals are all useful tools for finding the right sites efficiently and effectively. For a specific question, however, one tool may be much more appropriate than another. A knowledge of the finer searching aspects of each tool provides the serious searcher with unique search advantages. This workshop looks at which tool to use when, and the relative strengths, weaknesses, and applications of each type. As for metasites, you'll see why this category of tool needs more recognition and how to easily locate the best metasites in any area. The emphasis is on practical applications and on knowledge that will help attendees to effectively and efficiently find the answers they need.

W16

## Self-Organization: Personal KM - CANCELLED

9:00 a.m. – 12:00 p.m.

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

This intensive half-day workshop is about personal knowledge management. What are the critical competencies every knowledge worker needs in order to survive and thrive in the new economy? Collaboration and teamwork are more important factors in value creation than ever before, but the dynamic nature of today's professional networks requires

W14

## The Knowledge Value Chain

9:00 a.m. – 12:00 p.m.

*Tim Powell, Managing Director, The Knowledge Agency*

In the business world, knowledge or information is only as good as its usefulness to business decision-making. Too often, organizational

W17

## SPECIAL THURSDAY WORKSHOP

### Evaluating Library Space: Designing Creative Learning Environments

9:00 a.m. – 4:30 p.m.

#### Concourse A

*Sponsored by the Palmer School of Information at Long Island University and Aaron Cohen & Associates Ltd.*

Every librarian, information manager, or staff member may face the problem of designing, building, or renovating a technology-enabled classroom. Libraries and classrooms are still regarded as core learning spaces at most universities and training centers, but behavioral elements, often little regarded, are even less understood by those involved in space planning and software design. Physical and virtual spaces have a lot in common: Both need to support face-to-face teaching, learning, and access for research. This full-day workshop explores do-it-yourself techniques important for librarians, managers, and information technology professionals and includes a book to help those people who have been called in to aid the design process. \$185 registration fee

“knowledge people” and business leaders stand on opposite sides of a wide cultural and hierarchical gap. Bridge the gap in this workshop, and understand how the other side sees the world. The Knowledge Value Chain (KVC) is a model with many applications in the business world. It describes the steps that go into “manufacturing” business value out of data and information, and it allows the user to identify and correct any weaknesses that may exist in this process. Topics covered include the essential elements of the KVC model, ways in which the model is currently being applied, how the KVC is similar to, and different from, other models of knowledge, how to apply the model to your own work and professional situation, the ROI of knowledge, and how a CEO or CFO looks at the value of knowledge.

## Practical Taxonomy: Developing Workable Knowledge Classification Systems

W18

1:30 p.m. – 4:30 p.m.

*Wendi Pohs, IBM Lotus Software*

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

This half-day workshop takes participants through the necessary steps in creating an effective taxonomy for an organization, understanding both the technical and social processes required, and coming away with a blueprint that can be immediately used in knowledge management implementations. The workshop is designed for content owners, technical writers, Web managers, librarians, publishing editors, and others whose primary role is to facilitate sharing of information within an organization. Bring several members of your team and build your own taxonomy. You will learn how to do the following:

- Develop an action plan for your organization's content management process.
- Identify the issues surrounding the creation of a taxonomy.
- Understand how to avoid common mistakes in creating a taxonomy.
- Understand the role of technology in the taxonomy creation process.

## Developing Requirements for Content Management Systems Projects

W19

1:30 p.m. – 4:30 p.m.

*Tony Byrne, Founder, Managing Editor, CMSWatch*

The word is out: CMS projects can be difficult and expensive...and very often they don't live up to expectations. In post-implementation surveys, respondents repeatedly counsel those following in their footsteps to better define their requirements. This half-day workshop provides a practical guide to defining your Web CMS objectives and requirements before you start, helping predispose you to a successful project. It gives you a checklist of 16 steps to the CMS life cycle, the knowledge of which questions to ask to elicit key information, and the understanding of where CMS vendors and integrators fit in the broader solution landscape.

## How Super Searchers Find Business Information

W20

1:30 p.m. – 4:30 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. Mary Ellen Bates, the author of five online research books, including *Super Searchers Cover the World* and *Mining for Gold on the Internet*, looks at issues

## At-A-Glance

9:00 a.m. – 4:30 p.m.

W12 — CANCELLED

9:00 a.m. – 12:00 p.m.

W13 — Content Management Interactive

*Bob Boiko*

W14 — CANCELLED

W15 — Starting & Running a Successful Research Business

*Mary Ellen Bates*

W16 — Web Finding Tools

*Ran Hock*

W17 — The Knowledge Value Chain

*Tim Powell*

1:30 p.m. – 4:30 p.m.

W18 — Practical Taxonomy

*Wendi Pohs & Seth Earley*

W19 — Developing Requirements for Content Management Systems Projects

*Tony Byrne*

W20 — How Super Searchers Find Business Information

*Mary Ellen Bates*

W21 — CANCELLED

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.

## HTML for Librarians - CANCELLED

W21

1:30 p.m. – 4:30 p.m.

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

Knowing about HTML isn't just for Webmasters anymore. Whether you are responsible for creating Web pages for your organization or just for yourself, or you want to be “in the loop” in discussions of Web page construction, it is useful to have a basic knowledge of HTML. For those who build Web pages using editors, a knowledge of HTML is useful for solving problems, plugging in JavaScript, etc. This half-day workshop covers the basics, including formatting, links, tables, lists, images, etc. This course will be “hands-on,” as you use your own laptop. Attendees should bring their own battery-powered laptop, loaded with either Netscape or Internet Explorer, and either Notepad or Wordpad. No Internet connection will be necessary. The workshop helps attendees understand the basic structure of HTML code, become familiar with the main HTML tags and features, understand how to modify existing code, “plug in” JavaScript features, and more.



## Exhibit Hours

### TUESDAY, MAY 6

10:00 a.m. – 6:00 p.m.

Reception 5:00 p.m. – 6:00 p.m.

### WEDNESDAY, MAY 7

10:00 a.m. – 6:00 p.m.

### THURSDAY, MAY 8

10:00 a.m. – 3:00 p.m.

*Attend these brief tutorials on practical, hot topics and learn tips, techniques, and ideas that you can take back to your office and put to work immediately. The CyberClinics are running in the InfoToday 2003 Exhibit Hall every hour on the hour, and are open to all conference and exhibit hall attendees. You don't need to register, just stop by the Presentation Theatre in the Exhibit Hall at the scheduled times. Plan now to attend these "bonus" sessions packed with great information you can use in your daily work!*

## TUESDAY, MAY 6

### Buying Content: Ten Tips for Negotiating License Agreements

11:00 a.m. – 11:15 a.m.

*Gail Dykstra, Dykstra Research*

Buying content is not an off-the-shelf shopping experience. Here are 10 lessons and skills you can learn to become more successful and confident in negotiating licenses for electronic content for your digital library or organization.

### A New Era for Smart Search

12:00 p.m. – 12:15 p.m.

*Ian Hersey, Senior Vice President of Development & Strategy, Inxight, Inc.*

Scattered or inaccessible data that resides in unstructured text sources such as MS-Office files, intranet pages, email, customer contact logs, and the open Web has created a major challenge for anyone who needs to organize and find information. Inxight is working on solving this problem so that users can pinpoint and retrieve exact information they need. Get a glimpse of the potential for "smart searching" and Inxight's work in this area.

### Browser Tips

1:00 p.m. – 1:15 p.m.

*Greg Notess, Reference Librarian, Montana State University*

Browser and desktop mousing and keystrokes can slow down the whole search-and-retrieval process. Learn about several shortcuts that are available in the Web browsers and find out how to speed up your desktop navigation with keyboard shortcuts and mouse tricks.

### Bates' Best Sites for Competitive Intelligence

2:00 p.m. – 2:15 p.m.

*Mary Ellen Bates, Bates Information Service*

The Web is a great resource for keeping track of what your competitors are doing and what people are saying about your own products and company. This practical clinic covers key sources and strategies for competitive intelligence gathering.

### Content Management & Linguistics: Case Studies

3:00 p.m. – 3:15 p.m.

*Jean Poncet, CEO & Chief Architect, Pertimm, Tech Source, Inc.*

Hear three quick case studies that illustrate a content management solution in action. One showcases a database of content collected in native languages with the information automatically retrievable without translation; the second is an implementation that allows information retrieval, scientific watches on the Web, dynamic Web content management, and automatic finding of semantic links; the third describes a Web subscription application by a company that publishes "encyclopedic" books in many technical and legal fields.

### Streaming Media: What, Why, How

4:00 p.m. – 4:15 p.m.

*Gary Price, Editor, The Virtual Acquisition Shelf & News Desk*

Streaming Media New York is co-located with InfoToday 2003, and its exhibit hall is right next door. Get the basics on streaming media—what it is, why it is important to librarians, and the basics on how it is being used in libraries and businesses today—and then tour the Streaming Media exhibits to learn even more about this exciting content medium.

## WEDNESDAY, MAY 7

### Iraq War and the Aftermath

11:00 a.m. – 11:15 a.m.

*Donna Scheeder, Congressional Research Service*

Keeping current with the war and peace efforts can be a daunting task. Join Donna Scheeder for her tour covering a selection of Web sites that supply current data and background information on a wide variety of topics and materials relating to this issue, including U.S. policy options, military operations, diplomatic efforts, the economic consequences of war, maps of the region, and plans for post-war Iraq. Sources of official documents and legislative tracking will also be briefly covered.

### An XML Primer

12:00 p.m. – 12:15 p.m.

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

You can't learn it all in 15 minutes, but find out why XML is the most important technical development for libraries since the Web, and where, why, and when you can apply XML to solve specific library problems and create additional opportunities.

### How to Value Your Electronic Databases

1:00 p.m. – 1:15 p.m.

*Mary Sauer-Games, Director, Publishing, Chadwyck-Healey*

How can you evaluate your electronic collection or attach a value to new electronic resources? One way is to consider the amount of usage the database realizes versus the overall cost. Learn how to apply this and other possible measurements to help you put a dollars-and-cents value on your electronic resources.

### Web Site Insights

2:00 p.m. – 2:15 p.m.

*Nicholas Tomaiuolo, Central Connecticut State University*

The Web challenges individuals at every level to evaluate its content, and end-users need all the help they can get. Want to know how long a site has

been on the Web? Or see a snapshot of the way a page looked a couple of years ago? Curious about how many sites link to another? Ever had a question about a site but no contact information? This CyberClinic is for information consumers who are interested in site statistics, rankings, reviews, related sites, and what's behind the scenes on the Web sites you visit.

### Space Planning on a Budget

3:00 p.m. – 3:15 p.m.

*Alex Cohen, Aaron Cohen & Associates*

Today's technological advances and requirements have dramatically increased the challenge of space planning in libraries. Get a quick glimpse of some of the issues, costs, and solutions, and take home some tips on how to do things right, even with limited funds.

### Five Cool Tools for Searchers

4:00 p.m. – 4:15 p.m.

*Sheri Lanza, Editor, CyberSkeptic's Guide to Internet Research, Information Today, Inc.*

Five Cool Tools for Searchers is a discussion and demonstration of at least five time-saving tools for the busy searcher. Join Sheri R. Lanza, author of *Searcher's "Tools of the Trade"* column, as she shares the ins and outs of some of the tools she considers indispensable in her work as an information professional.

## THURSDAY, MAY 8

### Library Automation Systems

11:00 a.m. – 11:15 a.m.

*Marshall Breeding, Vanderbilt University*

Get a quick overview from a library automation expert on the key criteria for evaluating library automation systems, which ones you should take a close look at, and some tips for implementation.

### Stupid Search Mistakes

12:00 p.m. – 12:15 p.m.

*Marydee Ojala, Editor, ONLINE Magazine*

Even expert searchers make mistakes—but the key is to learn what not to do next time. Hear about some bloopers and how to avoid them from search expert and the editor of *ONLINE* magazine.

### How to Attract Search Engines to Your Site

1:00 p.m. – 1:15 p.m.

*Chris Sherman, Searchwise, Inc.*

It's no longer enough to just put your site on the Web and hope that visitors discover it. Learn a few quick tips and tricks from Chris Sherman about how to legitimately optimize your site so it will be found by the search engines and by your target audience.

### Five Easy Tricks for Extreme Searchers

2:00 p.m. – 2:15 p.m.

*Ran Hock, Online Strategies, Inc.*

Get practical with Ran Hock, author of *The Extreme Searcher's Guide to Web Search Engines*, and learn five quick and easy search techniques that will help you do better searches.

## InfoToday 2003 Exhibit Hall Events

### Coffee and Tea

Please join us for complimentary coffee and tea service in the Exhibit Hall each morning at 10:00 a.m.

### Free Reception

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

### Meet the Authors

Please visit the Information Today, Inc. (ITI) Booth #136 on Wednesday, May 7th from 10:00 a.m. – 10:45 a.m. to meet some of ITI's outstanding book authors.