

8:00 a.m. - 12:00 p.m.

Using Personal Development to Drive Information and Service Delivery to Your Key Customers

Ticketed Event #150
Price: \$199 mbr/\$299 nmb

Participants will be introduced to "persona" development, using case studies and supplying persona templates from successful projects with government and international clients. Using a [Persona Placemat] supplied with the workbook, attendees will develop and prioritize their top five persona. The speaker will take attendees through a step-by-step framework they can use to develop personas in their own business units.

Speaker: Howard McQueen, Founder & CEO, McQueen Consulting
Presented by: Professional Development Center

Below the Border - Basic Legal Research in the United States

Ticketed Event # 185
Price: \$199 mbr/\$299 nmb

This session explains the fundamentals of legal research. It will provide an overview of the U.S. legal system and essential print and Web-based resources. Attendees will be introduced to the primary and secondary sources of legal information they may be called upon to find in daily work. Discussion will include frequently asked legal research questions, cost-effective search strategies, and alternative resources - with plenty of time reserved for participant questions.

Speakers: Abigail Ellsworth Ross, Howrey Simon Arnold; White Robyn Rebollo, Ross Dixon and Bell, LLP
Presented by: Legal Division

Boosting Your CIQ, Part I

Ticketed Event #135
Price: \$199 mbr/\$299 nmb

Under increasing competitive pressures, LIS professionals are embracing competitive intelligence as necessary to their company's success and an added value to their own services. With its defined processes and methods, intelligence can enhance an organization's competitiveness and strategic development, bolster one's contributions and value, and help one better understand industry sectors and identify professional opportunities. Join us as we explore the landscape of CI and its practices, issues, trends, and challenges.

Speaker: Cynthia Cheng Correia, Principal, Knowledge InForm
Presented by: Competitive Intelligence Division

Branding 101 - What It Takes To Build a Library Brand

Ticketed Event #140
Price: \$199 mbr/\$299 nmb

A successful brand is a mix of customer perceptions and memories shaped by a 360-degree image strategy, diligently maintained with focused communications and fine-tuned to take advantage of opportunities and react to marketplace conditions. This four-hour

workshop explores the multiple facets of a brand, how branding affects marketing and communications activities, the steps required to establish a brand, and how branding tools are applied to establish customer recognition and loyalty for traditional and virtual information services.

Speaker: Christine A. Olson, Principal Consultant, Chris Olson & Associates
Presented by: Professional Development Center

Digital Library Collections and Services

Ticketed Event #130
Price: \$199 mbr/\$299 nmb

A vast array of online resources awaits any library with the wherewithal and technical ability to make them available to their users. What are these collections and services? What technologies are required to make them available? And how are libraries using them to better serve their clientele? These topics and more will be highlighted in a session replete with working examples of modern library collections and services.

Speaker: Roy Tennant
Presented by: Professional Development Center

Professional Ethics - A "Preventive Maintenance" Approach

Ticketed Event #145
Price: \$199 mbr/\$299 nmb

Without well-honed ethics skills, we place ourselves and our organizations at risk for catastrophic legal, public relations, and financial prob-

lems. This program will provide participants with effective, immediately applicable ideas and techniques for helping assure that practices are ethical. Rather than focusing on the ethics code itself, this unique program places the focus on how each of us as individuals can most effectively "walk the talk" of ethical practice.

Speaker: Christopher Bauer, PhD, Bauer Coaching & Bauer Ethics Seminars
Presented by: Professional Development Center

Researching the Canadian Business Scene

Ticketed Event #125
Price: \$250 mbr/\$300 nmb

Canada is often seen as a smaller version of the United States. However, the business information environment is quite different in terms of sources of information and government publishing. This program will explore a wide range of Canadian business information resources within the context of how business regulation and government publishing affect finding information on Canadian companies, industries, and markets.

Speaker: Helen Katz, Manager, Research and Information Services, Ontario Ministry of Finance
Presented by: Business and Finance Division

8:00 a.m. - 5:00 p.m.

Chemistry for the Non-Chemist Librarian

Ticketed Event #110
Price: \$299 mbr/\$399 nmb

Any information scientist with responsibilities for providing chemistry reference services must understand the structure and language of chemistry. This hands-on course introduces learners to the five major divisions of chemistry, their basic principles, and the intellectual tools that chemists need to do their work. Topics such as molecular identification, nomenclature, and structure will be introduced, with an eye towards providing information professionals with the tools needed to communicate comfortably with chemists.

Speakers: Bartow Culp, chemistry librarian, Purdue University; Judith Currano, head, Chemistry Library, University of Pennsylvania
Moderator: Judith Currano
Presented by: Chemistry Division

Getting Your Message Across

Ticketed Event #115
Price: \$299 mbr/\$399 nmb

Everyone needs to package information for clear and effective communication. This course is important for anyone with upcoming presentations at work and for leaders within the organization. Learn how to customize messages for effective transmission. A clear understanding of how adults learn will be imparted to all attendees. Prerequisites are minimal and include a good command of English and a basic knowledge of PowerPoint.

Speaker: Helen Ann Brown, information services librarian, Weill Cornell Medical Library
Presented by: Solo Librarians Division

Negotiation Skills for Information Professionals

Ticketed Event #120
Price: \$299 mbr/\$399 nmb

Dread the next vendor contract renewal? Wishing you could get the nerve to ask for a raise? No problem interviewing but nervous when you get to the salary discussion? Negotiation is an art, and there are some basics you can review to prepare for your next negoti-

ation opportunity. Participants in this workshop will learn the basic tenets of negotiating and gives advanced pointers to increase bargaining power in virtually any situation. The second half of the day will be used for negotiating practice sessions.

Speakers: Jennifer Pitarresi, consultant, JP Consulting
Presented by: Leadership and Management Division

Planning and Conducting an Information Audit

Ticketed Event #100
Price: \$299 mbr/\$399 nmb

This course introduces the information audit concept. Using a seven-stage model, practical examples, and case studies it will show participants how to apply the process to their organizations. Working through the model stage by stage, from the formulation of objectives in the planning stage to the implementation of recommendations, participants will be shown how to match the components of the audit process with the specific characteristics of their organizations.

Speakers: Ralph Godau; Sue Henczel, CAVAL Collaborative Solutions, Melbourne, Australia
Presented by: Professional Development Center

Taxonomies for Indexing - A Hands-On Approach

Ticketed Event #105
Price: \$299 mbr/\$399 nmb

A well-built taxonomy is part of the foundation of the information architecture underlying Web sites and corporate intranets, connecting search queries to relevant content in databases. This session covers the rules for thesaurus construction, explores terms and source materials, and explains each part of the thesaurus record. Participants will perform multiple hands-on exercises demonstrating various aspects of thesaurus construction, including building a mini-taxonomy.

Speakers: Alice Redmond-Neal, training director, Access Innovations, Inc.; Jay Ven Eman, CEO, Access Innovations, Inc.
Presented by: Information Technology Division

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

Creating a Knowledge Sharing Culture

Ticketed Event # 190
Price: \$199 mbr/ \$299 nmb

A knowledge sharing culture can help you and your organization deal successfully with change and globalization, but creating such a culture can be a challenge. This session introduces the requirements for success and the tools for facilitating collaboration. It focuses on

how the information center can take a leadership role to encourage knowledge sharing behavior by modeling best practices, creating an organizational taxonomies, and positioning the information center as the educator and connector.

Speakers: Libby Trudell and Anthony Danko, Dialog
Presented by: Professional Development Center

1:00 p.m. - 4:00 p.m.

Adding Value to Information Services

Ticketed Event # 191
Price: \$199 mbr/ \$299 nmbr

Do you need to move your information services up the value chain? To succeed in today's business environment, information professionals must add value through evaluation, analysis and packaging. This session introduces a value-

added matrix for use in assessing current competencies and organizational needs. A comprehensive case study provides a hands-on opportunity to refresh your skills in information synthesis and presentation.

Speakers: Liz Blankson-Hemans and Betty Jo Hibberd, Dialog
Presented by: Professional Development Center

Fee Vs Free and Beyond: Convincing Your Boss that Quality Counts

Ticketed Event # 192
Price: \$199 mbr/ \$299 nmbr

Many information consumers seem to accept "good enough" when information professionals can provide better than that. Make your users-and your boss- aware of the value that you can add. Attend this

course and learn:
-When to choose free versus fee-based services
-Post-processing tools and techniques
-Adding value to search results

Speaker: Mary Ellen Bates, Principal, Bates Information Services
Presented by: Professional Development Center

1:00 p.m. - 5:00 p.m.

Boosting Your CIQ, Part II

Ticketed Event #155
Price: \$199 mbr/\$299 nmbr


Analysis of competitive intelligence is a critical step for successful strategic and

tactical decision making, involving scores of methods and techniques. Many LIS and emerging intelligence professionals have developed solid research skills and seek to build their

analysis understanding and capabilities. This workshop will establish a foundation for CI analysis, teach essential analytical models, and improve research definitions, planning and results.

Speaker: Cynthia Cheng Correia, principal, Knowledge inForm
Presented by: Competitive Intelligence Division


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1:00 p.m. - 5:00 p.m.

Criminal and Investigative Research: Satisfying Due Diligence

Ticketed Event # 180
Price: \$199 mbr/\$299 nibr

You have been asked to conduct a background investigation on individuals involved in a multi-million dollar deal. Or, for a dozen other reasons, your employer wants to know about a person's criminal or business background. Now what? This course will review U.S. sources and privacy laws pertaining to criminal and investigative research. Discover what is public record. Learn about permissible (legal) uses of public and private information. Find out why some online public records sources might not meet the due diligence standard.

Speaker: Genie Tyburski, Ballard Spahr Andrews and Ingersoll, LLP
Presented by: Legal Division
Looking Before You Leap - Collecting Actionable Information from Your Clients

Ticketed Event #175
Price: \$199 mbr/\$299 nibr

This course emphasizes the importance of planning data

gathering activities (i.e., looking before leaping) by providing a step-by-step process for implementing evidence-based practice in the work place. Through hands-on exercises, participants will identify researchable decisions and problems, match problems and questions to appropriate data-gathering methods, determine whom to include in the study, develop data gathering tools for surveys, use interviews and focus groups, and translate the data gathering into actions.

Speaker: Eileen Abels, University of Maryland
Presented by: Professional Development Center

Market and Industry Research Focusing on Biomedical Business

Ticketed Event #160
Price: \$199 mbr/\$299 nibr

This course will strengthen business and biomedical librarians' market and industry research skills. Attendees will receive information on specific information sources with examples of biomedical market and industry research questions. This course will strengthen attendees' knowledge of sources and search strategies. It will reinforce the importance of

delivering value added results to meet client needs. Course attendees will be encouraged to network with colleagues, to build community, and share solutions in a continuing manner.

Speaker: Cynthia Shamel, president, Shamel Information Services
Presented by: Professional Development Center

Private Equity Research

Ticketed Event #165
Price: \$250 mbr/\$300 nibr

Private equity funding plays an important role in the cycle of business development. It provides the money to launch companies as well as funding for growth or diversification. There are many different types of private equity investments. Given the lack of public disclosure requirements (thus the "private" designation), it can at times be more difficult to find needed information. This course will provide guidance in researching venture capital and private equity from a U.S. and global perspective. It will provide a general survey of how private equity came into being, where it is today, as well as details on the organizations

publishing information on this sector.

Speaker: Ann Cullen, Business Information Librarian, Harvard Business School
Presented by: Business and Finance Division
Stress Management and Life Balance - The Basics and Beyond

Ticketed Event #170
Price: \$199 mbr/\$299 nibr

The demands of everyday working and living place a tremendous drain on each of us unless we can step back from the pressures of life and develop conscious, effective stress management skills. Without them, comfort and effectiveness plummet. Our job performance and overall pleasure with life can improve dramatically when we learn how best to reduce our stress and balance our life. These are the tools this program will begin to provide for attendees.

Speaker: Christopher Bauer, PhD, Bauer Coaching & Bauer Ethics Seminars
Presented by: Professional Development Center

2:00 p.m. - 3:00 p.m.

2004/2005 Exhibitor Advisory Council Meeting

Discussion on the annual conference as well as end-of-term meeting for current members and the first meeting for new members.

Speaker: DeVonne Henry, director, Exhibits, SLA
Presented by: SLA

3:45 p.m. - 4:30 p.m.

New Exhibitor Orientation

Meet the SLA director of exhibits and learn more about SLA activities throughout the conference.

Speaker: DeVonne Henry, director, Exhibits, SLA
Presented by: SLA