

**7:30 a.m. - 9:00 a.m.**

**Academic Librarians Roundtable**

Ticketed Event #200  
Price: \$10

**Presented by: Chemistry Division, Biomedical and Life Sciences Division, Education Division, Science and Technology Division**

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

**Blogging for News - Creating and Managing Weblogs and News Feeds**

Ticketed Event #255  
Price: \$199 mbr/\$299 nmb

The Web log workshop will be a hands-on course where the class will be divided into small groups, each using a laptop to create, post to and manage a Web log and provide RSS feeds to the other groups. Small class size is very desirable to accomplish our objective and provide each attendee with hands-on blogging experience.

**Presented by: News Division**

**Building a Knowledge-Exchanging Culture**

Ticketed Event #315  
Price: \$199 mbr/\$299 nmb

No self-respecting organization should try to promote 'Knowledge Sharing'! It's far too vague. People need to understand what knowledge they should give, to whom, and why, and what they'll get in exchange. This workshop will present ways of promoting knowledge exchanges that benefit both the organization and individuals in it, with examples based on experience. Participants will plan practi-

cal action to introduce new ways of thinking and acting in this respect in their own organizations. Level: Intermediate to Advanced

**Speaker: Liz Orna, PhD FCLIP, Orna Information and Editorial Consultancy Presented by: Professional Development Center**

**Data Detective - Finding the Jewels of Health Data**

Ticketed Event #245  
Price: \$199 mbr/\$299 nmb

This course focuses on public health data sets and related statistical resources that affect information services for librarians interested in these kinds of resources. It aims to improve the ability of information professionals to both understand the health data and use some of the most powerful data tools to locate quantitative data for their information services.

**Speakers: Hongjie Wang, Head, Information and Education Services Department Lyman Maynard Stowe Library Presented by: Professional Development Center**

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

**Digital Licensing Online**

Ticketed Event #320  
Price: \$199 mbr/\$299 nmb

With the proliferation of license agreements in libraries, non-lawyer librarians are often put in the position of negotiating and interpreting digital license agreements. Now is your opportunity to understand the ins and outs of these agreements. In this half day seminar, you will be led through a clause-by-clause analysis of a typical licensing agreement. The workshop will examine: licensing arrangements generally; what uses of works can be made through a licensing agreement; sublicenses and secondary rights; moral rights; compensation; duration of a licensing agreement; who owns what; revocation of rights in certain circumstances; credits; and warranties and indemnities. The workshop is led by Lesley Ellen Harris, copyright lawyer and author of several books including "Licensing Digital Content, A Practical Guide for Librarians."

**Speaker: Lesley Ellen Harris, Copyright Lawyer, Copyright, Licensing & E-Commerce News Presented by: Professional Development Center**

**Finding Financial Services Information - On Target and On Budget**

Ticketed Event #330  
Price: \$199 mbr/\$299 nmb

Beginners in the financial services industry will be well served by this course. Even those who have been in the field awhile will gain experience from this talented team from Ernst and Young. Using case studies, all sec-

tors of the financial services industry are covered, including: insurance, banking, capital markets, and asset management.

**Speakers: Armig Adourian, Senior Research Analyst, Ernst and Young LLP; Ernestine Chipman, Senior Business Researcher, Ernst and Young LLP; Sasha Gilbert, Senior Research Analyst, Ernst and Young LLP; Julia Rosenthal, Senior Research Analyst, Ernst and Young LLP Presented by: Insurance and Employee Benefits Division**

**How to Build Taxonomies That Support Your Enterprise Goals**

Ticketed Event #325  
Price: \$199 mbr/\$299 nmb

Taxonomies arrange knowledge for superior information retrieval. This entertaining program teaches client-centered methods that support enterprise goals by emphasizing the selection and arrangement of vocabulary, categories, and organizational structure. Attendees will learn how to evaluate and build the best hierarchy. The techniques are explained with examples from Katherine Bertolucci's experiences as Snoopy's librarian and her 25 years in taxonomy development. The class will practice their new skills by working together on an enjoyable topic.

**Speaker: Katherine Bertolucci, taxonomy and information management consultant, Isis Information Services Presented by: Leadership and Management Division**

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

## Making a Business Case for the Information Center - Key Strategies for Business and Financial Libraries

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

This course will provide practical tools and strategies to help business and financial information professionals prepare a business case for their libraries or information centers. With diminishing or static budgets and a growing organizational focus on return on investment, there has never been a greater need for library/information professionals to articulate and justify their purpose to the organization. Participants will learn key methods to develop a plan and will construct plans for their own organizations, deriving immediate practical benefit.

**Speakers:** Lesley Robinson, Lesley Robinson  
**Consultancy Services**  
**Presented by:** Business and Finance Division

## Making It Count - Measuring and Communicating the Value of Special Libraries and Information Centers

Ticketed Event #240  
Price: \$199 mbr/\$299 nibr

This course focuses on an approach for identifying, measuring, and communicating the value of library and information services that promotes alignment with the mission and goals of the parent organization. The course includes hands-on exercises in which participants reflect on the mission of the parent organization and identify organizational goals, ways in which library and information services contribute to

those goals, ways to measure those contributions, and how to communicate their value to management.

**Speakers:** Eileen Abels, University of Maryland; Lisl Zach, Louisiana State University  
**Presented by:** Professional Development Center

## New Drug Delivery Technologies - Online Information Sources and Search Strategies

Ticketed Event #305  
Price: \$199 mbr/\$299 nibr

Recent advances in drug delivery involve combinations of drugs or biologics with medical devices. Searching for information to support the development of new hybrid products and assessment of their business implications is challenging. This course surveys the broad spectrum of online databases likely to be needed, including bioengineering and biomaterials, clinical, competitive intelligence, and regulatory information sources. Techniques for constructing search strategies when very little standardized indexing vocabulary is available will also be discussed.

**Speaker:** Bonnie Snow, Dialog  
**Presented by:** Pharmaceutical and Health Technology Division

## Planning Library Promotion Campaigns

Ticketed Event #230  
Price: \$199 mbr/\$299 nibr

Learn what it takes to create successful library promotion campaigns as an experienced library marketing consultant leads participants through the process of crafting a cam-

paign. Afterwards work in a team to outline promotion campaigns for common library promotion scenarios. Teams will be coached by the consultant, with everyone sharing their campaign outlines at the end of the workshop. Attendees will take home a promotion campaign outline and usage notes; lists of ideas and resources; and the promotion campaigns developed by the teams.

**Speaker:** Christine A. Olson, principal consultant, Chris Olson & Associates  
**Presented by:** Professional Development Center

## Researching Corporate Governance from a Business and Finance Perspective

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

Corporate governance is recognized as a topic of growing importance to information professionals due to the many corporate scandals in the United States and Europe over the past few years. This course will review the development of corporate governance up to the present day. It will cover information sources and research strategies and will include a case study of a U.S. corporation.

**Speaker:** Neil Infield, Manager, business information services, Hermes Pensions Management  
**Presented by:** Business and Finance Division

## Researching Listed and Private Companies Globally - A Guide and Model

Ticketed Event #310  
Price: \$250 mbr/\$300 nibr

Researching company activity globally is one of the key areas of business informa-

tion. Much of this information is in the public domain, but sourcing the information can be complex and demands a systematic approach from the special librarian. This course gives an overview of the successful research strategy that can be used in information projects to provide excellent company reports, by using a model to guide and collect all available information.

**Speaker:** Sylvia James, Sylvia James Consultancy  
**Presented by:** Business and Finance Division

## Systems Thinking for Librarians, Part 1 of 2 - Basics and Personal Approaches

Ticketed Event #335  
Price: (half day) \$199 mbr/\$299 nibr (whole day) \$299 mbr/\$399 nibr

What is systems thinking? How does it affect a manager's interaction with all levels of their organization, including direct reports and exterior clients? How does acceptance of systems thinking change an individual's work decisions and philosophies? (Registrants for both parts 1 and 2 receive discounted rate plus lunch.)

**Speakers:** Rebecca Corliss, director of library services, Schiff Hardin LLP; Sara Tompson, science and engineering interdisciplinary team leader, University of Southern California; Lorri Zipperer, cybrarian, Zipperer Project Management  
**Moderator:** Michael White, Librarian, U.S. Patent and Trademark Office  
**Presented by:** Engineering Division; Biomedical and Life Sciences Division

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

**Web-based Investment Analyst and Market Research Databases - Critical Evaluation and Comparison**

Ticketed Event #235  
Price: \$250 mbr/\$300 nmbr

Investment analyst and market research report databases' claims of being unique and comprehensive have made it difficult to differentiate them. We will examine investment and market research databases such as ECNext, Forrester, Frost and

Sullivan, Multex, and others. The group will examine them for content, search and output capabilities, and access methods (IP filters, passwords, user IDs, etc.). Drawing on these comparisons, participants will be able to make informed decisions about database acquisition.

**Speaker: Hal Kirkwood, associate professor-instruction coordinator, Purdue University**  
**Presented by: Business and Finance Division**

**8:00 a.m. - 4:00 p.m.**

**Government Transportation Resources and Information Committee Roundtable**

Ticketed Event #225  
Price: \$55

**Speaker: Nelda Bravo, National Transportation Library**  
**Moderator: Jane Watson, head of public services, National Transportation Library**  
**Presented by: Transportation Division**

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

**Eliciting the Information You Want and Need**

Ticketed Event #220  
Price: \$299 mbr/\$399 nmbr

Information professionals are experts at building collections of secondary printed information. However, the intelligence process requires building collections of primary sources too. This workshop will help participants identify sources of human intelligence; develop an understanding of how to evaluate sources for their usefulness, and learn the skills needed to elicit information from these sources.

**Speaker: John Nolan III, founder and president, Phoenix Consulting Group**  
**Presented by: Competitive Intelligence Division**

**Back to Basics Business Research - Strategies, Tactics, and Sources**

Ticketed Event #215  
Price: \$375 mbr/\$475 nmbr

Business information seems to be everywhere, but is it the information we really need and does it answer our client's questions? It takes more than just finding information to perform business research. This course is designed to help special librarians find, evaluate, and structure the business information that is needed in their work. In addition to discussing the basic business sources and practical research tactics and strategies, it offers a framework of decisions, processes and methods for developing

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

answers without being overwhelmed by the sources.

**Speakers: Roberta Brody, associate professor, Queens College, City University of New York**  
**Presented by: Business and Finance Division**

**Creating Your First Digital Library - Planning and Implementing a Successful**

Imaging Project  
Ticketed Event #210  
Price: \$299 mbr/\$399 nmbr

Core concepts for creating a digital library are reviewed so participants can appreciate the principles and best practices associated with digitization projects, including: understanding the purposes and objectives of the digital library being created; identifying target audiences (stakeholders); and creating and managing access to digital collections.

**Speakers: Barbie Keiser, president, BEK Inc.; Daniel Pence, vice president, document and imaging services, Systems Integration Group, Inc.**  
**Presented by: Information Technology Division**

**Systems Thinking for Librarians Parts 1 + 2 Combo**

Ticketed Event# 390  
Price: \$299 mbr/\$399 nmbr  
Register for this session if you wish to attend both, Systems Thinking for Librarians Part 1 (offered in morning) and Part 2 (offered in afternoon) and receive the discounted rate. A

boxed lunch is also included for full-day registrants.

**Speakers: Rebecca Corliss, Director of Library Services, Schiff Hardin LLP; Sara Tompson, Science & Engineering Interdisciplinary Team Leader, University of Southern California; Lorri Zipperer, Cybrarian; Zipperer Project Management**  
**Moderator: Michael White, Librarian, US Patent & Trademark Office**  
**Presented by: Engineering Division; Biomedical & Life Sciences Division**

**Talking Nine to Five - Creating Successful Focus Groups and Surveys**

Ticketed Event #205  
Price: \$299 mbr/\$399 nmbr

How do you ensure you get the information you need from focus groups and surveys? How do you create a sound survey or conduct a credible focus group? When should you use focus groups and when a survey? This how-to workshop will help participants answer these questions. It will explore the various uses of focus groups and surveys and their applications to information services operations. Through case studies, discussions, and hands-on exercises, participants will learn how to design and conduct successful focus groups and reliable surveys.

**Speakers: Mary Talley, project director, Axelroth and Associates**  
**Presented by: Leadership and Management Division**

**8:30 a.m. - 10:00 a.m.**

**SLA Legal Division Tax Roundtable**

**Moderator: Missy Murphey, University of Mississippi**

## 9:30 a.m. - 11:00 a.m.

### Biomedical and Life Sciences Vendor Roundtable and Breakfast

**Moderators:** Susan Kendall, reference librarian, Michigan State University Library  
**Presented by:** Biomedical and Life Sciences Division, Chemistry Division, Environment and Resource Management Division

### Physics, Astronomy, and Mathematics Division Roundtable

The kick-off for the Division, this session provides a forum to discuss issues of interest to Physics, Astronomy, and Mathematics librarians.

**Moderators:** Susan Fingerman, manager, Science and Technology Information Services, R.E. Gibson Library and Information Center, Johns Hopkins University Applied Physics Lab  
**Sponsored by:** Association for Computing Machinery

## 10:30 a.m. - 12:00 p.m.

### Legal Division International Roundtable

Ticketed Event #340  
Price: \$5

Collective bargaining and the National Hockey League were deeply entwined this past year. Join James J. Norton, past president of the Graphic Communications

International Union, for a discussion of collective bargaining and its consequences locally and globally.

**Speaker:** James Norton, Graphic Communications International Union  
**Moderator:** Lawrence Guthrie, Covington and Burling

## 11:30 a.m. - 1:00 p.m.

### Vendor Update: Document Delivery for Science and Technology

Hear about new services from vendors of document delivery services who

emphasize their scientific and technical holdings.

**Speakers:** Anthea Lunn, librarian, British Library  
**Presented by:** Science and Technology Division

## 12:00 p.m. - 6:00 p.m.

### INFO-EXPO Hall Hours

Come and join the fun in the international INFO-EXPO Hall. See new products and get great giveaways from the exhibitors. The money machine giveaway will be at 1:30 p.m., 3:30 p.m., and

5:30 p.m., offering a chance to win up to \$2,000. Quench your thirst at water stations throughout the hall.

**Presented by:** SLA  
**Sponsor:** Standard and Poor's

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

### Design for News - A Live Tour of Five Newsroom Intranets

Ticketed Event #380  
Price: \$199 mbr/\$299 nmb

Participants will explore five newsroom intranets using virtual private networks for real-time access. Managers of the sites will offer a description and explanation of the hardware and software that supports the intranet and discuss design and usability issues - as well as the degree of difficulty involved in creating high-powered intranets. Each intranet manager will discuss the technology used, the development cycle and plans for future development.

**Presented by:** News Division

### Succeeding at Project Management: What Information Professionals Need to Know

Ticketed Event # 395  
Price: \$199 mbr/ \$299 nmb

Keeping projects on time and on budget has been a business mantra for years and many information professionals have picked up their skills in an ad hoc manner. Attend this course and learn more about:  
-Key skills for project managers  
-Pitfalls to Avoid  
-Resources for enhancing project management

**Speaker:** Tina Byrne, MLS, Project Manager, Factiva  
**Presented by:** Professional Development Center

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

### Beyond Google - Searching Faster and Smarter on the Web

Ticketed Event #365  
Price: \$199 mbr/\$299 nmb

This course is designed for experienced Web searchers who want to go beyond search engines to other high quality sources of information. Participants will be introduced to a variety of resources and top starting points and will discover the best ways to search them effectively.

**Speaker:** Rita Vine, co-founder, Workingfaster.com  
**Presented by:** Professional Development Center

As research in science becomes more interdisciplinary, information specialists in areas traditionally outside of chemistry may find themselves asked increasingly specific, chemical questions. Chemical Information Sources will give the participants an extensive list of resources, search strategies, and guidelines for selecting the most appropriate resource for a particular question. Non-librarians with a need to find chemical information will also find the course useful.

**Speakers:** Denise Callihan, PPG Industries Inc, Chemistry Tech Center Library; Bartow Culp, chemistry librarian, Purdue University; Judith Currano, head, Chemistry Library, University of Pennsylvania; Dana Roth, chemistry librarian, Caltech  
**Moderators:** Judith Currano  
**Presented by:** Chemistry Division

### Chemical Information Sources, Requests, and Reference

Ticketed Event #375  
Price: \$199 mbr/\$299 nmb

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

**How to Make Fear User Friendly**

Ticketed Event #350  
Price: \$199 mbr/\$299 nmbr

Fear is supposed to be our No. 1 resource, but we have allowed it to become debilitating. By raising awareness about what sets off our nervous system, by managing our life pressures better, and by learning to react to stressful situations, we can become more productive in our jobs and personal lives. The speaker will show us how to do this in three ways: through our nervous system, by worrying wisely, and by overcoming specific fears and phobias.

**Speakers:** Michael Clarkson, Fear Doctor  
**Presented by:** Professional Development Center

**Overview of the Global Oncology Market - Future Trends, Challenges and Rewards**

Ticketed Event #355  
Price: \$199 mbr/\$299 nmbr

Research has opened up new and better-targeted treatments for cancer. The course will give participants information on the current and future cancer pharmaceutical market (types, treatments, major players, risks and opportunities), highlighting the difficulties facing drug developers and marketers across other disease types. It also will focus on the information needed to support the development and launch of new products.

**Speaker:** Richard Faint, Director of Oncology, Datamonitor Healthcare  
**Presented by:** Pharmaceutical and Health Technology Division

**Systems Thinking for Librarians, Part 2 of 2 - Understanding Organizational Influences**

Ticketed Event #360  
Price: (half day) \$199 mbr/\$299 nmbr (whole day) \$299 mbr/\$399 nmbr

How can systems thinking tools and tenets affect the strategic planning process? How does the library interact with its organization? Learn how to respond more strategically to the goals and work of your organization. (Registrants for both parts 1 and 2 receive discounted rate plus lunch.)

**Speakers:** Rebecca Corliss, Director of Library Services, Schiff Hardin LLP; Sara Tompson, Science and Engineering Interdisciplinary Team Leader, University of Southern California; Lorri Zipperer, cybrarian, Zipperer Project Management  
**Moderator:** Michael White, Librarian, US Patent and Trademark Office  
**Presented by:** Engineering Division; Biomedical and Life Sciences Division

**Business Library Web Sites - Planning and Methods of Usability Testing**

Ticketed Event #370  
Price: \$250 mbr/\$300 nmbr

The extensive array of services, subscription-based databases, free Web sites, and other electronic sources makes the design of a business library site a daunting task. This workshop will provide an overview of usability testing. Discussion on how to set up usability tests and a hands-on opportunity to participate in usability testing will be included.

**Speaker:** Hal Kirkwood, associate professor-instruction coordinator, Purdue University  
**Presented by:** Business and Finance Division

**1:30 p.m. - 3:00 p.m.**

**Corporate Librarians in a Legal Setting Roundtable**

Corporate librarian in a legal setting or legal librarian in a corporate setting: What are the differences? What do we have in common? Participants will hear their counterparts speak about their jobs and learn where jobs intersect.

**Moderator:** Jill Gray, Dewey Ballantine LLP  
**Presented by:** Legal Division

**Physics, Astronomy and Mathematics Division Vendor Update**

Join vendors in a discussion of new products, technologies, and developments in the physics, astronomy, and mathematics literature.

**Moderated by:** Elaine Adams, Physics and Astronomy librarian, UCLA Science and Engineering Library; Michiko Tanaka, Supervising Librarian, Research Library, Brookhaven National Laboratory  
**Presented by:** Physics-Astronomy-Mathematics Division  
**Sponsored by:** Thomson Scientific

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

**SLA Committee Chair Workshop**

**Moderated by:** Dick Wallace, chair, Committee on Committees

**3:00 p.m. - 4:00 p.m.**

**Legal Division County, Courts, and Province/State Roundtable**

**6:00 p.m. - 7:30 p.m.**

**Roundtable - Copyright and Licensing in Association Libraries in the Digital Age**

Start your conference experience with a lively discussion of copyright & licensing issues in today's associations, societies, councils, & similar organizations. Whether new to these issues or well-versed in them, you're sure to benefit from this discussion. The Insurance & Employee

Benefits Division (IEBD) is sponsoring this session on behalf of the Association Information Services Caucus (KAIS).

**Moderator:** Megan Galaida, Information Specialist, American Association of Museums  
**Presented by:** Insurance and Employee Benefits Division, Association Information Services Caucus