

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

SLA Unit Business Breakfast Meetings



Please check the ticketed events index, the online Web

planner at www.sla.org/toronto2005, or the business meeting/reception index for information on business sessions hosted by SLA units.

Ratios, Percentages and Statistics! Oh my!

Do you have trouble balancing your checkbook? Does looking at census data give you a headache? You're not alone. As a librarian or information provider you may have assumed that you were done with math when you were done with school. But in a news organization, math skills are more important than ever. Researchers need to know how to calculate ratios and percentages and work with statistics. Come learn (or re-learn) these skills and more, then go back and teach your reporters.

Moderator: Megan Gallup, news research editor,

Daytona Beach News-Journal
Presented by: News Division

SLA Tech Zone: Make the World Smaller - Web-Conferencing is the Way Forward!

Ticketed Event #710
Price: \$35

Web-conferencing is one of the biggest time and money savers in the business world. It's fast, easy and effective. Learn how to schedule and run a web-conference using Microsoft LiveMeeting.

Speakers: Mark Evans, Technical Specialist, Factiva Employee Communications; Michael Fry, Factiva Intranet Development Consultant
Sponsored by: Factiva

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

How Does Enforcement of the Gramm-Leach-Bliley Act Affect Librarians?

The speaker will address the issue of understanding the different legal reasons for searching public records, how to tell a patron when

the request is not appropriate or legal, how to train others on proper usage, and what types of records to keep, or policies to create to protect your institution.

Presented by: Legal Division

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

SLA Unit Business Luncheon Meetings



Please check the ticketed events index, the online Web

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Account Planners and PR Pros - What Do They Know?

Information professionals in advertising agencies are increasingly being pressured to cross disciplinary borders. Many are now working in dual roles and conversely, other agency personnel are taking over the provision of

information services. Hear from division members as they share their experiences with interdisciplinary agency work and find out about resources unique to each area of advertising expertise.

Presented by: Advertising and Marketing Division

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

Device and Pharmaceutical Reimbursement Concepts

Reimbursement is critical to the success of life sciences companies, but the rules, regulations and data are difficult to obtain and complex to manage. This session will provide an overview of key reimbursement issues and concepts. It will include:

1. The principles of reimbursement.
2. How companies integrate reimbursement planning into their overall business strategy.
3. The use of information to support both the planning and implementation of a successful reimbursement strategy.
4. Current sources of reimbursement data and information, including the effect of the new Medicare Modernization Act.

Speaker: Steve Lefar, Medi-Regs
Presented by: Pharmaceutical and Health Technology Division

Enter the Matrix - Social Network Analysis

Learn how matrices and graphs can be used to unlock seemingly invisible relationships between people, companies, and even terrorist organizations. Learn the concepts and techniques behind social network analysis. What type of questions should be asked? What type of software should you use? Join panelists as they explain how to create your own "matrix revolution."

Moderator: Kathryn Pease, Librarian, Newsday
Presented by: News Division

Food, Agriculture and Nutrition Luncheon and Speaker

Ticketed Event #715
Price: \$25

Join the FAN Division for lunch with Dr. Elaine Power, faculty member at the Queen's University School of Physical and Health Education. Dr. Power will speak on "Bodies Out of Bounds: Toward a critical sociological perspective on the "epidemic of obesity."

Speaker: Elaine Power, Queen's University
Moderator: Anne Hurst, Agriculture and Consumer Sciences Librarian, University of Georgia

Green Chemistry

To paraphrase Kermit the Frog, what does it mean for chemistry to be green? Will we leave the generations to come with a slag heap of hazardous waste or a wealth of renewable resources? Our panel of practitioners will show us the way.

Presented by: Chemistry Division, Environment and Resource Management Division

Government Documents - Today and Tomorrow

How the world of government documents has changed and what can we expect in the future. How changes at the Government Printing Office affect your ability to obtain and maintain government information.

Speaker: Judy Russell, Superintendent, Government Printing Office
Presented by: Military Librarians Division

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

Libraries and Librarians in War Zones

Hear accounts of accomplished librarians expert at working in libraries located in conflict zones. Included is an historical overview with restoration and aid efforts, and a session on librarians' roles in a United Nations peacekeeping mission in East Timor.

Speakers: Anne Britton, Serials and Electronic Resources Cataloger, Baker Library, Harvard Business School; Alissar Khoury, Chief, News Monitoring Unit, United Nations Department of Public Information, News and Media Division; Takako Nagumo, Associate Information Officer Promotion and Distribution, United Nations Department of Public Information, Multimedia Resources
Moderator: Ann R. Sweeney, Webmaster, Librarian and Information Officer, European Union - European Commission Delegation
Presented by: Social Science Division

Medicine in the Media - How Real Doctors Make "ER" Real

Dr. Mark Morocco, former staff writer and medical supervisor for NBC's hospital drama "ER," will look at the mass media's effect on people's perception of disease, how people's health behaviors have been influenced by the show, and how real doctors frame medical issues for the mass media. Dr. Morocco's lively presentation is embellished with vintage clips from the series.

Speaker: Mark Morocco, M.D., Clinical Instructor, David Geffen School of Medicine, UCLA Emergency Medicine Center
Moderator: Barbara Spiegelman, President, Spiegelman Group, Pittsburgh
Presented by: Biomedical and Life Sciences Division

New Web Tools

The popular Web experts Genie Tyburski and Gary Price discuss tools available for effective Web research and trends for the future. If you like to keep current, you will want to be at this session.

Speakers: Gary Price, Consultant, Librarian and Writer; Genie Tyburski, Ballard Spahr Andrews and Ingersoll, LLP
Presented by: Legal Division

Physics Roundtable

Librarians with physics responsibilities will discuss relevant issues and developments in the field.

Moderator: Skye Thomsen, Science Liaison/Reference Librarian, Georgia State University Library; Michael Leach, Director, Physics Research Library, Harvard University
Presented by: Physics-Astronomy-Mathematics Division

Researching International Markets

Understanding the statistical background is essential for good research into international markets. In this session we have invited expert speakers will explore the effective use of statistics in business research.

Speakers: Tim Davis, Statistics Canada; Michael McCaffrey-Noviss, University of Toronto/York
Moderator: Gayle Kiss, LexisNexis Canada
Presented by: Business and Finance Division, Advertising and Marketing Division
Sponsored by: Business Monitor International

Science and Engineering Resources 101 - Technical Reports, Patents, Standards, and Codes

This year in 101, get an

overview of what technical reports, patents, standards, and codes actually are, and how they fit into the life of an engineer or scientist. The expert speakers will introduce the best resources for discovering, obtaining, and working with these types of materials.

Speakers: Mary Frances Lembo, Senior Information Specialist, Pacific Northwest National Laboratory; James Manasco, special collections librarian, Ekstrom Library, University of Louisville
Moderator: Mary Steiner, Head Librarian, University of Pennsylvania
Presented by: Engineering Division, Science and Technology Division
Sponsored by: IEEE

SLA Tech Zone:

E-Learning Technologies - No Programming Required!

Ticketed Event #720
Price: \$35

Organizations around the globe commonly use e-Learning to educate their users on various topics. Today, e-Learning technologies and applications are built with the purpose of empowering the subject matter expert with the ability to create and update e-Learning modules. This session will introduce you to some of these applications, as well as provide you with an opportunity to create an e-Learning module.

Speakers: Nicole McCain, Manager, Factiva Learning Programs; James Marcellus, Technical Trainer, Factiva Learning Programs
Sponsored by: Factiva

Success Stories of Solos

Solos, this is your chance to share your triumphs with people who understand the difficulties you face every day: your fellow solo librarians. Each year we gather together to celebrate our success stories.

Librarians from all types of organizations share the problems they face and how they achieved success.

Speaker: Kathleen Rainwater, Gates Corporation
Presented by: Solo Librarians Division

Super Searcher Tips - 60 Tips in 90 Minutes

In this fast-paced session, super searcher Mary Ellen Bates will provide you with a wide range of tips, techniques and secrets for getting the most from your Web and online searching. Expect to leave this session with a new collection of tools for finding more information more efficiently.

Speaker: Mary Ellen Bates, Bates Information Services
Moderator: Georgia Higley, Head, Newspaper Section, Library of Congress
Presented by: Information Technology Division
Sponsored by: Dialog

Testing, Testing 1,2,3 - A View of Digitization's Effect on Testing Libraries, Products and Services

Digital resources have been used in testing libraries in diverse ways. This session presents both process and products from two major test libraries: ACT and ETS. This session will also include the Information Competencies Initiative Assessment, a collaborative project between ETS and California State University's Office of Information Competence Initiatives.

Speaker: Karen McQuillen, ETS; Jacqueline Snider, ACT; Janet Williamson, ETS
Moderator: Susan Couch, National Board of Medical Examiners
Presented by: Education Division

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

Writing and Presentation Skills for Delivering Intelligence Analysis

This session will provide participants with an overview of the writing and

presentation skills needed for delivering actionable intelligence.

Presented by: Competitive Intelligence Division

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

Corporate Failures - The Aftermath

Can you be instrumental in identifying potential corporate failures and alerting clients to the signs? This panel session will look closely at this frequently requested area of business research. Panelists from Merrill Lynch and Lehman Brothers will talk about recent high-profile failures. Sylvia James, chair of the Business and Finance Division, will summarize the comments and present a bibliography on frauds and failures that has been researched over many years.

Panelists: Marty Cullen, Lehman Brothers; Sylvia James, Sylvia James Consultancy; Anil Mathur, Merrill Lynch
Moderator: Sylvia James
Presented by: Business and Finance Division

Astronomy Roundtable I

Astronomy and astrophysics librarians will discuss relevant issues and developments in the field.

Moderated by: Jessica Moy, librarian, National Optical Astronomy Observatory (NOAO); Kathy Robertson, Librarian, National Radio Astronomy Observatory
Presented by: Physics-Astronomy-Mathematics Division

Blogs in the Law Library

Explore blogging in the law library. In this session, Sabrina Pacifici will lead

you through blogging strategies and applications, demonstrate tools and techniques, and discuss content and collaboration issues.

Speaker: Sabrina Pacifici, LLRX.com
Presented by: Legal Division

Content Buyers Roundtable

Come join others who manage and negotiate purchase of electronic information content for global enterprises. Network with these peers to share best practices, tips, and ways of solving common problems. Topics for discussion will be determined by participants but may include: the issues of a global/multi-lingual audience, global contracts, global communication, usage data needs and global training needs. Discuss options for further networking throughout the year. The Content Buyers' Roundtable is intended for experienced/senior managers who are responsible for global content and global enterprise level contracts as a major part of their job.

Moderator: Jan Sykes, Information Management Services, Inc.
Presented by: Leadership and Management Division
Food, Agriculture and Nutrition Division
Agricultural Update

Find out what's new at the National Agricultural Library,

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

the Canadian Agricultural Library, the United States Agricultural Information Network, Food and Agricultural Organization of the United Nations, and AgNic.

Moderator: Regina Cannon, University of Georgia
Presented by: Food, Agriculture and Nutrition Division

International Advertising Librarians

As part of the Advertising and Marketing Division's strategic vision for this year, we are celebrating our international colleagues. Join us for a panel featuring advertising librarians from different countries, as they share the unique challenges faced in each marketplace and tips on finding advertising information for each of the countries featured.

Moderator: Grace Villamora, Bright Research Inc.
Presented by: Advertising and Marketing Division

Leadership and Management Division Communities of Practice

Presented by: Leadership and Management Division

Making the Transition From Librarian to Analyst

This panel discussion will review the skills needed for making a successful transition from librarian/information professional to intelligence analyst.

Speakers: Margaret Metcalf Carr, Intelligence Analyst, National Security Agency; Dottie Moon, Manager, Strategy, and Development, United Technologies Corp.
Presented by: Competitive Intelligence Division

Self-Archiving, Information Repositories, and Knowledge Management - What Can Corporate and Academic Libraries Learn from Each Other?

Both corporate and academic libraries create repositories for their institution's internally-generated information. Academic libraries call it self-archiving and corporate libraries call it knowledge management. Are they the same thing? A panel of librarians from various institutions presents what different libraries can learn from each other about internal information management.

Presented by: Engineering Division, Aerospace Section, Science and Technology Division

SLA Tech Zone:

Best Practices - Top 10 Essentials of a Successful Web Site

Ticketed Event #725
 Price: \$35

Join us and learn the 'must-have' elements in creating a useful, informative and attractive Web site. The session will address the different types of navigation and when to use them; how to treat and organize large amounts of information; how to handle output options, such as printing, emailing and pdf documentation. We will also discuss how to deal with the "function over fashion" in web design.

Speaker: Bonne Jarvie, Factiva Senior Interactive Designer
Presented by: SLA
Sponsored by: Factiva

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

The Future of Search Engines - Contrasting Views

What's important in search engine capabilities, like the proverbial elephant, can seem different depending on the point of view. This program will look at trends in search engine technology from the perspective of a top Web search engine (Google), a next-generation commercial search engine, and a metasearch tool.

Speakers: Mark Bluhm, Senior Director of Technology, Thomson Legal and Regulatory; R.J. Pittman, CEO, Groxis
Moderator: Mary Ellen Bates, Bates Information Services
Presented by: Information Technology Division
Sponsored by: Dialog

The Urge to Merge

Consolidation of graduate library schools and schools of communication, information technology, and other disciplines has become a fact of academic life in the 21st century. As a result of these mergers, graduate library programs and journalism schools often coexist under the same academic umbrella, a development that should benefit News Division member libraries. Have these mergers helped to build a better-skilled, more news-library-ready MLS holder? If not, have library programs merely become the "silent partner" of the new model graduate programs?

Moderator: Shira Kavon, Senior Librarian, CNN
Presented by: News Division

Toronto Public Art Program

Toronto has a unique public art program that many cities envy. Attendees will learn about the program

and see examples of public art throughout the city.

Speaker: Jane Perdue, public art coordinator, Urban Development Services, Toronto City Hall
Presented by: Museums, Arts and Humanities Division

Vendor Update: Medical Device Resources

Speaker: Bonnie Snow, Dialog; Anthony Montagnolo, COO and Executive Vice President, ECRI, TBA; Ovid, TBA, Windover
Presented by: Pharmaceutical and Health Technology Division

Winner's Circle of Best Science Websites

Members of SLA's science-related divisions will highlight the best new, recently revised, and must-see Web sites in their respective subject areas.

Presented by: Biomedical and Life Sciences Division, Chemistry Division, Environment and Resource Management Division, Science and Technology Division

You and Your Recruiter, Part 2

Back by popular demand this session continues and builds on last year's Nashville program and an earlier session this week. How to do to make this work? What do you bring to the table and what does your recruiter bring to the table? Successful outcomes.

Speakers: Joel Berger, C. Berger Group, Inc.; Diane Goldstein, InfoCurrent; Sylvia James, Sylvia James Consultancy; Deborah Schwarz, Library Associates, Inc.
Moderator: Carol Simon, Hofstra University
Presented by: Solo Librarians Division, Leadership and Management Division

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

ManuLife Financial Library Tour

Ticketed Event# 700
Price: \$5.00

A short subway ride will get attendees there and back. We will experience the elegance and history of The Manufacturers Life Insurance Company, incorporated by an Act of Parliament. Sir John A.

3:30 p.m. - 5:00 p.m.

Astronomy Roundtable II

Astronomy and astrophysics librarians will discuss relevant issues and developments in the field (Part II).

Moderated by: Jessica Moy, Librarian, National Optical Astronomy Observatory (NOAO); Kathy Robertson, Librarian, National Radio Astronomy Observatory.
Presented by: Physics-Astronomy-Mathematics Division

Canadian Pharmaceutical Information Sources - Finding Information for a Small Market

Learn everything about the Canadian pharmaceutical and biopharmaceutical industry and how to find information in hidden resource settings. This session will focus on Canadian information sources with an extensive overview of the recent changes, trends and challenges this market is facing.

Speaker: Maude Lethiecq-Normand, Account Director and Senior Analyst, Innecto, Inc.
Presented by: Pharmaceutical and Health Technology Division

Digital Content and User Education

Inadequate library budgets and the widespread appearance of digital content compel

Macdonald, Canada's first Prime Minister, was elected President of the company in 1887! This is also the company that more recently acquired the John Hancock Insurance Co. There is a limit of 50 people to tour ManuLife.

Presented by: Insurance & Employee Benefits Division for the ManuLife Tour

information professionals to find ways to add value to our services. This panel will focus on the concerns professionals must address to help prepare end users and future librarians to make the most of resources in tough economic times.

Speakers: June Abbas, Assistant Professor, Library and Information Studies, State University of New York; Jeff Aipperspach, Product Manager, Swets Information Service; Stephanie Wical, Electronic and Technical Services Librarian, New Mexico Tech Skeen Library
Moderator: Stephanie Wical
Presented by: Information Technology Division

60 Sites in 60 Minutes

This will be the fifth annual presentation of this popular session. From the best to the most interesting, the presenters will spend a minute explaining each particular site before passing the "screen" on to the other presenter. By the end of the hour, you'll have witnessed 60 incredible, entertaining, educational, and informative sites ranging from the best legal sites to the most amusing ones.

Speakers: Jenny Kanji, LexisNexis; Genie Tyburski, Ballard Spahr Andrews and Ingersoll, LLP
Presented by: Legal Division
Sponsored by: LexisNexis

3:30 p.m. - 5:00 p.m.

Geographic Information Systems

Geographic Information Systems (GIS) is a vital and ever-changing tool used in many special libraries. Bring yourself up to date on the latest technological developments and software available for use with GIS.

Speaker: Angela Lee, Libraries and Museums manager, ESRI; Colleen Raymond, Education Industry Manager, ESRI Canada.

Moderator: Vanette Schwartz, Social Sciences and Maps Librarian, Illinois State University Presented by: Geography and Mapping Section, Social Science Division

Global Copyright in a Digital Environment

Copyright concerns and issues expand when the environment is both digital and global. A panel of speakers from various countries will share information about the copyright climate in their areas, and how it affects the work of information professionals.

Presented by: Leadership and Management Division

Is There a Zoonosis in Your Future?

SARS, West Nile virus, bird flu - these emerging epidemics are zoonoses that have been linked to ecosystem disruptions and increased man-animal contact. This session will discuss incidences of these diseases and multi-disciplinary initiatives to combat them.

Speaker: Robert Lannigan, London Health Sciences Center, London, Ontario Moderator: Cynthia

Bennington, Kennedy/Jenks Consultants Presented by: Environment and Resource Management Division, Biomedical and Life Sciences Division Sponsored by: Dialog

Presenting Business Information

Communicating the results of business research effectively to users can be just as important as carrying out the research itself. This panel session will examine the methods, formats, presentation and writing skills that can be used to distinguish your information output to your users.

Panelist: Amelia Kessel, owner, MarketBase Moderator: Victoria Connor, Deutsche Bank, London UK Presented by: Business and Finance Division Sponsored by: Business Information Alert, published by Alert Publications

Research Management Software

What happens when you combine research management software, including virtual reference applications, and knowledge management techniques to order and respond to the conflicting demands of newsroom research projects? What are the best practices colleagues employing to facilitate knowledge sharing among de-centralized research staff?

Moderator: Donna Scheeder, Library of Congress Presented by: News Division

SLA Tech Zone: E-Learning Technologies - No Programming Required!

Ticketed Event #730 Price: \$35

Organizations around the globe commonly use e-Learning to educate their users on various topics. Early on, the creation of e-Learning module often required a subject matter expert and a dedicated IT resource to build and update modules. Today, e-Learning technologies and applications are built with the purpose of empowering the subject matter expert with the ability to create and update e-Learning modules. Tools in the market place range from the simple to the sophisticated. This session will introduce you to some of these applications, as well as provide you with an opportunity to create an e-Learning module.

Speakers: Nicole McCain, Manager, Factiva Learning Programs; James Marcellus, Technical Trainer, Factiva Learning Programs Sponsored by: Factiva

Training End Users to Use External Information Sources

Once you've licensed and implemented information sources for enterprise use, how do you train people to use them? A panel from different industries will address various options they have developed for end-user training. A question period at the end will allow time for others with experience in this area to share their ideas.

Speaker: Barbara Hirsh, Director, Information Resources, NERA Economic

Consulting Moderator: Michael Stelzer, Director, Global Vendor Management, Ernst and Young LLP Presented by: Leadership and Management Division

Evening Activities

Join other attendees in celebrating the Toronto conference at SLA unit-sponsored open houses and receptions. Refer to the ticketed events index, the online Web planner at www.sla.org/toronto2005, or the business meeting/reception index for details.

