



HELPING INFORMATION PROFESSIONALS  
BECOME INDISPENSABLE THROUGH LEARNING

**SLA Technology Forum  
(SLATech 2001)**  
October 24-28, 2001  
Hyatt Regency Monterey, CA USA

Technology is the most important driver of change in the information profession, and you must be capable not only of working with today's exciting technologies but also of understanding where these tools are taking you and your organization. Understanding information and communication technologies is and will continue to be critical to the success of information professionals in all organizations. To help shorten the learning curve, the SLDC will introduce the SLA Technology Forum this Fall.

Join leading thinkers and practitioners from around the information world for SLATech 2001, and discover where we stand when it comes to technology, how we got there and what's next for us and our world!

### Session Channels

To help guide you through the many session at the SLA Technology Forum, we have developed four channels that you may consider.

**Emerging Technologies:** Get a glimpse, within this channel, at the technological advances that await information professionals. Ideas on how to get the best use out of cutting-edge technologies will be discussed.

**Content Management:** Technology driven tools and techniques which help management tangible content will be explored through this channel.

**Information Futurist:** Attendees of this channel will glimpse at innovative research projects and long range strategic plans.

**Web Focused:** The channel covers a variety of technology topics and focuses on the ever changing world of technology.

### Day-by-Day Agenda (as of August 21, 2001)

#### Wednesday, October 24, 2001 (All sessions at the Hyatt)

- |                |   |
|----------------|---|
| 12 noon - 6 pm | <b>Guest Arrivals and Check-In<br/>(Hyatt Regency Monterey)</b> |
| 5:30 pm - 7 pm | <b>Welcoming Reception (Hyatt Regency Monterey)</b>             |

#### Thursday, October 25, 2001(All sessions will take place at Hyatt unless noted)

- |                     |  |
|---------------------|--|
| 7:30 am-4 pm        | <b>Registration</b>  |
| 9:00 am - 10:15 am  | <b>General Session</b><br>Where We're Headed: Technology Leadership in the Information Profession<br><b>Speakers:</b> Roberta Shaffer, Special Libraries Association<br>Hope Tillman, Babson College<br><b>Moderator:</b> Jeff De Cagna, Special Libraries Association |
| 10:15 am - 10:30 am | Energy Break   |

## **Thursday, October 25, 2001(continued)**

10:30 am - 12 noon      **Emerging Technologies Forum I**  
Session Title and Description (TBA)  
Session Leader: Steve Coffman, Library Systems & Services, LLC

**Content Management Tools Forum I**  
eBook Growth and Adoption: Today and Tomorrow

The speaker will discuss the evolution of the eBook and scholarly communication. Views and predictions on issues related to the publication, production, dissemination, and usage of eBooks will be discussed. The session will include information on 1) interpreting usage patterns and encouraging patron adoption and use; 2) determining which content is best suited for eBook production and how the various forms of electronic content can be linked; 3) discussing how the future "book" will look and 4) publishing and library processes are changing to accommodate multiple formats.

**Session Leader:** Lynn Silipigni Connaway, Ph.D.

**Information Futurist Forum I**  
Information Literacy and Technology: Skills for an "Information Smart" Workforce

Learn how information literacy takes on a new meaning in this age of rapid technology turnover. Employees spend a significant amount of time during their work week trying to interface with information through the technology placed on their desktops. In this session we will discuss practical applications of information literacy in the workplace and its relationship to the concept of "life long learning". We will also exchange ideas about the challenges of information literacy for a global work force. Finally, we will consider what aspects of information literacy should be considered when introducing new technology. Will information literacy solve your technology woes? No-- but it can help you look at the information "glut" in a whole new light and put in place strategies to deal with it – regardless of whatever new technology may come your way.

**Session Leader:** Julie Oman, Dow Chemical

**Web Focused Forum I**  
Ready Reference on the Web: Strategies for the High Tech Reference Desk  
Session Leader: Irene McDermott, San Marino Public Library

11 am - 4 pm      **Technology Fair**

12 noon - 1:15 pm      Networking Lunch (open seating)

1:30 pm - 3 pm      **Emerging Technologies Forum I (Repeated from AM)**  
**Content Management Forum I (Repeated from AM)**  
**Information Futurist Forum I (Repeated from AM)**  
**Web Focused Forum I (Repeated from AM)**

3 pm - 3:30 pm      Energy Break

## **Thursday, October 25, 2001(continued)**

- 3:30 pm - 4:30 pm      **Strategic Technology Alliance Session A** (optional)  
Training on S&P Net Advantage
- Standard & Poor's Net Advantage users will receive a comprehensive training seminar on the use of the product. This is in request of our current customers. Attendees will also receive an explanation of the eleven databases and their content.
- Session Speaker: Doug Doremus, Standard & Poor's
- 4:30 pm - 5:30 pm      **TechnoChallenge Session**  
Are you frustrated by unanswered technology questions or unsure how to determine the best products or services for your organization, you won't want to miss this session. During this session, you'll receive the helpful tools, informative tips, and innovative strategies which will make addressing your organization's technology related issues . We don't guarantee all the answers, just the venue to share with your colleagues and the knowledgeable session leaders. Don't miss this exciting session.
- 6:30 pm - 9 pm      **An Evening in Monterey**  
(Co-hosted by SLA's San Andreas and San Francisco Bay Region Chapters; locations TBA)

## **Friday, October 26, 2001 (all session at Hyatt)**

- 8:30 am - 10 am      **General Session**  
The Social Life of Information (tentative)  
Keynote Speaker: John Seely Brown, Xerox
- 10 am - 10:30 am      Energy Break
- 10 am - 4 pm      **Technology Fair**
- 10:30 am- 12 Noon      **Emerging Technologies Forum II**  
The Future of Knowledge Technologies
- What technologies can help an organization to make the best use of the information and knowledge available to it? How are these likely to evolve in the foreseeable future? And what new challenges lie ahead? This presentation will address these and other questions using as examples a number of research projects under way in the IBM Research labs and elsewhere. It will explore how techniques for information organization, search, and navigation will develop to allow online information to be used more effectively, and will also review the extent to which technology may in future mediate interactions between people. Some implications of current scenarios for the growth of e-commerce and the evolution of the internet will also be explored.
- Session Leader:** Alan Marwick, IBM

**Friday, October 26, 2001 (continued)**

**Content Management Forum II**

Managing Digital Content: Issues of Longevity, Interoperability, and Policy

Keeping digital content over a period longer than a year raises significant content management issues that one does not face with print content. In this session Howard Besser will discuss management and administrative problems posed by digital content and will suggest paths to solve these problems. Much of the focus of this session will be on metadata standards and best practices, longevity, interoperability, and policy issues (including intellectual property and cooperative ventures).

**Session Leader:** Howard Besser, UCLA

**Information Futurist Forum II**

Lessons for Building a 10,000 Year Library

New digital tools have created an unprecedented acceleration in ideas, information and innovation in all aspects of contemporary society. This acceleration has been accompanied by a shift of societal focus to the here and now, while marginalizing values of longevity and long-term continuity. Even in the archivist community, we often see the temptations of new digital tools lulling many colleagues into ignoring their responsibilities for long term preservation.

The Long Now Foundation is trying to restore some balance to our temporal perspectives with a series of iconic initiatives promoting long term thinking and responsibility. A major component of this mission is to seed the creation of a 10,000 year Library. Two early efforts on this front are The Rosetta Project, creating a survey and near-permanent archive of 1,000 languages, and Long Mail, an experiment to develop strategies for long term digital archiving and message delivery to the distant future. We will discuss lessons learned in these projects, both technical and social, as we move towards refining the creation of a multi-millennium library.

**Session Leader:** Kurt Bollacker and Jim Mason, Long Now Foundation

**Web Focused Forum II**

How to Avoid the Victimization of the Searcher

Librarians are fast becoming better consumers of web-based information. Most have at least heard of the "invisible web". And they are increasingly sensitized to the ways in which partnerships, sponsorships and pay-for-placement can influence search results.

Yet most other end users have no idea that their web search tool doesn't cover the entire web, or that their search result is often the product of auctions, barbers, and bids. Why is pay-for-placement and pay-for-positioning flourishing when users say they hate it? And how can we help our users break through the clutter of Internet marketing to access the information that matters?

**Session Leader:** Rita Vine, Workingfaster.com

12Noon - 1:15 pm

Lunch (open seating)

## **Friday, October 26, 2001 (continued)**

- 1:30 pm - 3 pm                   **Emerging Technologies Forum II (Repeated from AM)**  
**Content Management Forum II (Repeated from AM)**  
**Information Futurist Forum II (Repeated from AM)**  
**Web Focused Forum II (Repeated from AM)**
- 3 pm - 3:30 pm                   Energy Break
- 3:30 pm - 4:30 pm               **Strategic Technology Alliance Session B (optional)**  
SwetsWise: Electronic Solutions for Complete Subscription Management
- Swets Blackwell is pleased to demonstrate SwetsWise, our web-enabled subscription service that helps you manage subscriptions better than ever before, reducing administrative work and leaving you free to tackle key issues. Combining an easy-to-browse catalog, ordering, payment and delivery system, SwetsWise enables you to search, renew and cancel subscriptions and claim missing issues—right from your desktop.
- Session Speakers:** Greg Badger and Seth Davis, Swets Blackwell
- 4:30 pm - 5:30 pm               **TechnoChallenge Sessions**  
Are you frustrated by unanswered technology questions or unsure how to determine the best products or services for your organization, you won't want to miss this session. During this session, you'll receive the helpful tools, informative tips, and innovative strategies which will make addressing your organization's technology related issues. We don't guarantee all the answers, just the venue to share with your colleagues and the knowledgeable session leaders. Don't miss this exciting session.

## **Saturday, October 27, 2001 (All session at the Hyatt)**

- 8:30 am - 10 am               **General Session**  
Technology Revolutions  
Keynote Thought Leader: Hal Varian, UC Berkeley
- 10 am - 10:15 am               Energy Break
- 10 am - 3 pm                   **Technology Fair**
- 10:30 am- 12 Noon              **Emerging Technologies Forum III**  
Beyond the Cutting Edge: Technologies for Tomorrow's Information Professionals  
**Session Leader:** Reggie Henry, Greater Washington Society of Association Executives
- Content Management Forum IIIA**  
Content Personalization, User Customization & Portal Strategies
- The foundation of content personalization is the capture and re-use of explicit personal metadata relating to the business consumer. You will learn successful strategies for unlocking and reusing this metadata. A portal case study will reveal how customization was successfully tested. Controlled push and filtered pull

## **Saturday, October 27, 2001 (continued)**

techniques will be demonstrated, as will agent alerts and how they should be designed for optimum self-service. Innovative methods for automatically refreshing content by the creation of controls to link content into the enterprise taxonomy will be discussed. And, you will learn the "hidden effort" that goes into advancing personalization strategies.

**Session Leader:** Howard McQueen and Jean DeMatteo, McQueen Consulting

### **Information Futurist Forum III**

Leveraging Change into Creative Planning:

Using Foresight Tools to Plan for Your Library and Yourself

What's changing? How might emerging changes affect you? How can we actively explore the possible impacts of change? In what ways can we use those explorations to innovate?

In the first half of these workshops, we will "audit" our current mental map of change. A presentation on emerging issues of change will refine and augment participant's initial understandings of change. In the second half of each workshop, participants will use three foresight tools – futures wheels, scenario building, and backcasting – to generate creative planning ideas for libraries and librarians of the future. Design goals for these workshops: articulate and expand your understanding of changes rushing to overtake us; understand the perspective of futures studies; experience three foresight tools useful in planning and day-to-day creative, strategic thinking; carry those tools back to your colleagues; create some original change scenarios relevant to special libraries, and have fun.

**Session Leader:** Dr. Wendy Schultz, Infinite Futures

### **Web Focused Forum III**

Ultra Power Searching: Advanced Search Strategy Formulation, Tools, and Techniques

Searchers are frequently given the most difficult questions to answer, often with several parameters or multiple parts. Descriptions of search engine features and technology abound and have made professional searchers dramatically aware of available tools for Web searching. The next step is to formulate effective search strategies using the latest Internet tools and techniques.

In this session on Ultra Power Searching, Amelia Kassel, noted author and expert researcher, takes you on a journey with examples and case studies that illustrate how to uncover answers to complex questions. She teaches you search strategy formulation, describes Web tools that generate search terms, and reveals advanced techniques from specialized search engines on a range of topics.

**Session Leader:** Amelia Kassel, MarketingBASE

12Noon - 1:15 pm

Lunch (open seating)

1:30 pm - 3 pm

**Emerging Technologies Forum III (repeated from AM)**

## Saturday, October 27, 2001 (continued)

### **Content Management Forum IIIB**

Content Management: Strategies & Tools

This intermediate-to-advanced level session is for anyone interested in deploying current generation web-enabling strategies using databases and related tools.

Discussion will be based on a Seven Layer Model for Content Management, analyzing where content and technology intersect with people and business processes. Best-of-breed software solutions and strategies will be discussed for:

- + Content creation: support for DMS / routing / workflow
- + Content submission: categorization, tagging and indexing
- + Content aggregation & integration: methods to achieve data normalization
- + E2E (Employee-to-Employee) collaboration: Enhanced knowledge-sharing techniques

**Session Leaders:** Howard McQueen and Jean DeMatteo, McQueen Consulting

### **Information Futurist Forum III (repeated from AM)**

#### **Web Focused Forum III (repeated from AM)**

3 pm - 3:30 pm

Energy Break

3:30 pm - 4:30 pm

#### **Strategic Technology Alliance Session C (optional)**

This series is a joint effort of SLA and the Technology Fair exhibitors. Each session is aimed at helping Forum attendees better understand technology and its beneficial impact on their profession and place of employment.

4:30 pm - 5:30 pm

#### **TechnoChallenge Sessions**

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## Sunday, October 28, 2001 (All session at the Hyatt)

7:30 am - 9 am

#### **Implementation Breakfast and General Session**

Keynote Thought Leader: Kevin Kelly, Wired magazine

9 am on

Guest Departures