



Global Headquarters
 331 S. Patrick Street
 Alexandria, VA 22314 USA
 1-703-647-4900
 Fax: 1-703-647-4901
www.sla.org

BOARD DOCUMENT

TO: SLA Board of Directors

FROM: Brent Mai and Ty Webb, 2007 Annual Conference Committee Co-Chairs

DATE: 9 January 2007

RE: Denver Conference Update

A special thank you to Pam Rollo for providing us with this opportunity to serve our professional colleagues as the co-chairs of the 2007 Annual Conference Committee.

The committee is extremely pleased with the keynote speakers for Denver and their perceived ability to draw attendance to the conference. We believe that Sunday evening's lead keynote speaker, former vice president Al Gore, has broad appeal due to the popularity of his documentary, *An Inconvenient Truth*, and book by the same title. His new book, *The Assault on Reason*, is scheduled for release at the end of May, and Mr. Gore has offered to participate in a book-signing event prior to his presentation. Scott Adams, Wednesday's keynote speaker, will send everyone home with the sense of humor needed to face re-entry into the real world.

The 2007 Conference will offer "Synergy Sessions," an innovative type of session based on the "unconference" concept that the sum of the expertise of the audience is greater than the sum of the expertise of one presenter. The general session on Monday morning will introduce this concept. *Information Today's* Tom Hogan will lead a dynamic discussion of industry thought leaders Cliff Lynch (director of the Coalition for Networked Information), Eugenie Prime (retired director of the Hewlett Packard Lab Libraries), and Stephen Abram (vice president of innovation at Sirsi). Immediately following, each of these library luminaries will be available separately in the exhibit hall for interaction with participants.

Other sessions that the Conference Committee has designated as synergy sessions include one that will feature Roy Tennant of the California Digital Library (DERM, DITE, DBIO), "Librarians Make Natural Leaders – from Wallflower to Active Networker" (DLEG), "Mining Your Own Info Back Yard" (DBF), "Future of the Past" (DNEW), "Knowledge Nexus" (DSOL), "Embedded Librarians" (DPHT), and "Future Shock—Gen X Librarians" (DSCI). These sessions will be designated as synergy sessions in the conference program and highlighted in SLA conference marketing efforts.

Division planners were encouraged to collaborate with one another to develop programs that would "stretch" the thoughts of attendees, and each Division was offered the opportunity to designate one of these sessions as a WOW Session. Most Divisions took advantage of this opportunity and the Conference Committee approved the following sessions as WOW Sessions:

- A "gadget group" of sessions on Wednesday afternoon, including RSS, Blogs, Podcasts, Wikis : 10 New Technologies in 90 Minutes (DNEW) - plus several others
- Designer Drugs? Let's start with Personalized Medicine via Biomarkers (pharmacogenomics) (DPHT/DBIO)
- Adopting D Space for a Corporation (DITE)

- "MASHUPS" with Government Information (DGI/DITE)
- How Hybrid Vehicles Will Move You (DTRN/DCHE/DENG)
- Best Business Practices: Using Statistics for Planning & Advocating (DMIL/DGI/DITE)
- Science Education via Graphic Books (DCHE/DEDU)
- One Woman Review on Life After Librarianship (DMAH/DSOL/KRM)
- Fences Make Good Neighbors (DSOC)
- Polar Year (DPAM)

The Conference Committee has also worked with SLA's vendor partners to increase attendance and activity in the Exhibit Hall during the conference. Monday's initial synergy session will be followed immediately by non-conflict opportunities for group interaction with each of our library luminaries in the Exhibit Hall. In Denver, a conference registration will include a ticket to lunch on Tuesday in the Exhibit Hall, an idea for which we would like to thank SLA Events Director, Kristin Foldvik.

The Committee would once again like to thank the Board of Directors for its support in this planning process. We are looking forward to a wonderful 2007 Annual Conference!

2007 Annual Conference Committee

Brent Mai, Co-Chair

Ty Webb, Co-Chair

Lynne McCay

Peggy Jones

Karen King

Martha McPhail

Bernadette Ewing

Agnes Mattis, Division Cabinet Liaison

Jay Trolley, Vendor Liaison

Kristin Foldvik, SLA Events Director