



# Welcome to Nashville!

The spirit of the south awaits you in Nashville, Tennessee, USA, home of the 2004 Annual Conference. You'll be enchanted by our gracious southern hospitality and entertained by the world-renowned attractions. New residents from around the world have brought with them a diversity of cultures that are quickly spreading throughout town. The result is a city that not only lives up to its reputation but also surpasses it.

Nashville is a city that steps to a rhythm all its own. It's a boot-scootin' boogie through the city's famed nightlife. A wing-tipped waltz around the business district. A stiletto stroll to enjoy the area's distinctive art and architecture. A slippered slide back in time to the antebellum era. A sneakered sashay around the city's shopping districts. A high-heeled hop into an elegant evening of fine dining. Whatever the melody, whatever the mood, the Music City beat keeps everyone on the move!

## Transportation and Hotel Information

### *Nashville Annual Conference*

#### Airlines

SLA is pleased to announce that special discounts have been arranged for use on American Airlines and Southwest Airlines for air travel into Nashville International Airport (BNA).

##### *American Airlines:*

A discount agreement has been completed and is valid May 27, 2004 - June 15, 2004, for travel to Nashville, Tennessee, USA. The STARfile authorization number you will need to refer to is 9754AB. To make a discount reservation, please call the Meeting Services Desk at 1-800-433-1790 and refer to the STARfile number.

Five percent off the applicable through/interline discount fares. Ten percent off the applicable Y/J/F/P published fares. All fare rules and restrictions apply. This discount may not be used in conjunction with other discounted-type fares, i.e., senior, child, military, government, companion, and Internet.

Advance purchase discounts of 5 percent for tickets purchased at least 30 days prior to departure. This discount is in addition to the percentage already offered.

##### *Southwest Airlines:*

Southwest Airlines is offering up to ten percent off most of Southwest Airlines' low fares. Southwest does not discount government or promotional fares. To make a reservation call 1-800-433-5368 and refer to code A0293. Discounts are good May 25, 2004 - June 17, 2004.

#### Transportation

- Fifteen airlines serving 92 markets fly into Nashville International Airport (BNA): American, American Eagle, Air Canada, Atlantic Coast Jet, Comair, Continental, Corporate Airlines, Delta, Great Plains Airlines, Northwest, Skyway, Southwest, United Express, US Airways, US Airways Express.

- More than 390 daily airport arrivals and departures.

- Convergence of three interstate highways, I-40, I-24, and I-65. I-440, an inner beltway, now exists, and I-840, an outer beltway between I-40 and I-24, is nearing completion.

##### *Avis Car Rental:*

Arrangements have also been made for discounts on Avis rental cars. Please call 1-800-331-1600 or go to <http://www.avis.com> and enter code J659289 to receive your discount.

##### *Opryland Hotel Shuttle*

Phone: 615-889-1000 6:00 a.m. - 11:30 p.m.  
\$11 one-way \$18 round-trip to/from airport

##### *Taxis*

From the airport, the meter starts at \$3.00 and the rate is \$1.70 per mile. There is a flat rate of \$20.00 to the downtown area and the Opryland Hotel area.

##### *Local Phone Numbers (area code 615)*

<b>Allied Cab</b> 883-2323	<b>Diamond Cab</b> 254-6596	<b>Kennedy Cab</b> 256-9602	<b>Nashville Cab</b> 242-7070
<b>United Cab</b> 228-6969	<b>Checker Cab</b> 256-7000	<b>Grand Old Taxi</b> 868-8080	<b>Music City Cab</b> 742-3030
<b>Rivergate/American Cab</b> 865-4100	<b>Yellow Cab</b> 256-0101		

# SLA Conference Events

## Nashville Annual Conference

Nashville 2004 will be a great opportunity for learning and networking.

Following are some of the highlighted activities of this year's annual conference.

## SUNDAY

*June 6th*

### Leadership Development

The Leadership Development Institute will introduce SLA's leadership to their roles and responsibilities and give practical guidance for fulfilling these responsibilities. If you are a newly elected chapter or division officer, especially a chapter president or president-elect, division chair or chair-elect, or caucus convener, you should plan to attend. All interested in leadership are invited to attend. **Sponsored by:** Dialog, The Information Professional Partner

### Networking Reception

Join us between 4-6 p.m. as we explore the INFO-EXPO Hall during the Networking Reception.  
**Win bar sponsored by:** Dialog and Thomson Companies

### SLA Awards Reception

**Ticket #345, Price: \$99.00**  
As the evening proceeds, the festivities continue with the SLA Awards Reception. The profession's best and brightest will be honored during this evening, at the beautiful Parthenon Museum, a symbol of Nashville, "The Athens of the South." **Sponsored by:** Factiva & LexisNexis

## MONDAY

*June 7th*

Opening General Session, 9:00 a.m. - Join us this year for a very special presentation by Dr. Carl S. Ledbetter, senior vice president Engineering/Research & Development, Novell Inc. **Sponsored by:** LexisNexis

## WEDNESDAY

*June 9th*

Closing General Session and Annual Business Meeting. Bill Ivey, director of the Curb Center for Art, Enterprise, and Public Policy at Vanderbilt and former chairman of the National Endowment for the Arts, will be our guest speaker. **Sponsored by:** Factiva

### Conference-wide programs

**Continuing Education Sessions (CE)** - SLA's Professional Development Team invites you to take part in rich, meaningful, and high-impact learning experiences by attending one of the SLA Workshops (half day) or Learning Forums (full day) or division-sponsored courses that will help you make an impact in your organization.

**SLA Tech Zones** - SLA is pleased to announce the continuation of this very popular series of hands-on sessions/workshops specifically designed by and for the information professional. Throughout the conference week, SLA will offer a number of different learning opportunities that deal with creating Web sites, Web databases, multimedia presentations, and much more. This is a ticketed event. Please purchase tickets separately. **Sponsored by:** Factiva

**Strategic Technology Alliance Series** - This joint effort between SLA and the participants in the INFO-EXPO: SLA Information Partners is aimed at helping information professionals better understand technology and its beneficial impact on their careers and their organizations' success.

**Hot Topic Sessions** - Be on the cutting edge with another SLA learning opportunity. Come hear about the latest issues in the dynamic information industry! **Sponsored by:** Dialog, The Information Professional Partner

**INFO-EXPO: SLA Information Partners** - Don't forget to visit our exhibit hall in Nashville and investigate all the innovative products and services our exhibitors have to offer you!

**Virtual Exhibit Hall** - Visit the ever-popular online searchable database. Designed to save you time and help you plan your itinerary in advance. Log on to [www.slavirtualexhibits.com](http://www.slavirtualexhibits.com) to find which products and services to investigate and purchase while you are in Nashville.

**SLA Unit Business Meetings and Receptions** - There are so many opportunities at the Annual Conference to find out about the diversity of SLA! Business meetings and receptions give attendees an opportunity to get involved in their areas of interest and find out about new ones. Check the SLA Conference Planner at [www.sla.org/nashville2004](http://www.sla.org/nashville2004) or division Web sites to find out about the variety of networking opportunities available.

To help guide you through the many offerings at the 2004 Nashville Annual Conference and to help you expand your competencies, the conference committee and division program planners have developed four general tracks and four levels that you may consider when developing your conference activities. Please look for these on the SLA website or Final Conference Program.

*Tracks:*

**Practitioner's Toolkit:**

The activities in this track are focused on providing assistance to conference attendees with situations and issues they confront in the workplace. The programs in this track will cover a broad spectrum of topics from a variety of approaches.

**State of the Art:**

The activities in this track are aimed to cover the cutting edge resources and technology on the horizon. The programs in this track will cover a broad spectrum of topics from a variety of approaches.

**Knowing and Growing Your Customers:**

A new track for the Nashville 2004 conference. The activities in this track are designed to focus in on marketing and competitive intelligence. This track will look at how our organizations are marketing and how that impacts the organization. It will also take a look at recent competitive intelligence trends, techniques, and issues.

**Networking:**

The activities in this track are designed to provide members the opportunity for less formal discussion and exchange of information than the program activities themselves. Business meetings, luncheons, receptions, and open houses give the conference attendee time to renew old contacts and friendships and to develop new ones.

**Levels:**

**Basic** - These are designed for someone new to the profession and/or topic. The focus will be on providing a general under-

standing of the topic/issue and providing a base for further investigation. As appropriate, definitions will be provided, as well as preliminary examples of application in the workplace. As the program title might suggest, the discussion may be limited to one environment.

**Intermediate - Case Study** - These are designed for someone with some understanding of the topic/issue and looking to increase that awareness. The focus will be on providing a different perspective on the topic/issue. As appropriate, examples of application in the workplace will be provided, often in the form of a case study, although two or more environments may be represented.

**Intermediate - Analysis** - These are designed for someone with multiple years of working knowledge of the topic/issue. The focus will be on providing a more in-depth analysis of the topic/issue and/or summary of recent work by authorities in the field.

**Advanced** - Designed for someone with substantial background in the topic/issue; the focus will be on adding value to your current knowledge through the use of expert speakers. As appropriate, a more interdisciplinary approach may be used with case studies and applications, which will make the ability to relate these to one's work situation required.

**Conference Planner**

To get up-to-date information on the 2004 Annual Conference, go online and use the searchable database! You will be able to search by event, track, time, keyword, and type to create a personal itinerary. Since the preliminary program only highlights major conference activities and programs, you will need to log on to <http://www.sla.org/nashville2004> to get detailed and updated information on all the events happening at annual conference, including unit business meetings, committee meetings of the association, and other non-program activities!

Join us for the Opening General Session,  
featuring Dr. Carl Ledbetter.

Monday, June 7, 2004

9:00am

Sponsored by: LexisNexis

# General Sessions

## Nashville Annual Conference

### Opening General Session *Sponsored by LexisNexis*

**MONDAY**  
*June 7th, 9:00am*

**Dr. Carl S. Ledbetter**  
Senior Vice President  
Engineering/Research & Development,  
Novell Inc.



A leading business executive in the world's technology playing field, Dr. Carl Ledbetter is renowned for his perspective on IT and the global economy. He is also, quite simply, an astounding speaker, who has a flare for sharing and harnessing the possibilities of technology.

Formerly senior vice president, Business and Corporate Development of Novell, Inc., he is responsible for leading Novell's move to a one Net services approach, championing Novell's open-standards, cross-platform development efforts, (including software architecture, strategic partnerships, technology

evangelism), and Novell's Venture Fund. He is also known as the guy who developed a solution to the Rubik's Cube.

Prior experience includes roles as chairman and chief executive officer of Hybrid Networks, Inc., an innovator in the wireless broadband industry; president of AT&T Consumer Products; leader of Sun Microsystems's PC networking business; and as a principal of Decision Point Consulting.

Before joining the computer industry, Carl taught mathematics at Wellesley College and Clark University, and was academic dean and professor of mathematics at California State University, Sonoma. Carl earned his Ph.D. in mathematics from Clark University, his master's degree in mathematics from Brandeis University, and a bachelor's degree in mathematics from the University of Redlands.

### Closing General Session *Sponsored by Factiva*

**WEDNESDAY**  
*June 9th, 9:00am*

**Bill Ivey**  
Director of the Curb Center for Art, Enterprise, and Public Policy at Vanderbilt and former chairman of the National Endowment for the Arts



Bill Ivey is the Harvie Branscomb Distinguished Visiting Scholar at Vanderbilt University and director of the Curb Center for Art, Enterprise, and Public Policy at Vanderbilt. Ivey is currently working with Vanderbilt University to develop a center for the study and development of policy relating to the support, creation, and distribution of the arts by government and private enterprise. He is also a Senior Fellow at the Center for Arts & Culture, a Washington, D.C., think tank.

Deeply committed to the preservation of culture, Ivey today chairs the board of the National Recording Preservation Foundation, a program of the Library of Congress. He is currently at work on a book about America's endangered 20th-century cultural heritage.

From May 1998 through September 2001, Ivey served as the seventh chairman of the National Endowment for the Arts (NEA), a federal cultural agency. Ivey is credited

with restoring congressional confidence in the work of the NEA. Launched early in 1999, Ivey's Challenge America Initiative has to date garnered more than \$25 million in additional congressional appropriations for the Endowment. Prior to government service, Ivey was director of the Country Music Foundation in Nashville, Tennessee. He was twice elected board chairman of the National Academy of Recording Arts and Sciences. Ivey completed degrees in history, folklore, and ethnomusicology, and is the author of numerous articles on country, folk, and popular music. He is a four-time Grammy Award nominee (Best Album Notes category), and holds honorary doctorates from the University of Michigan, Michigan Technological University, Wayne State University, and Indiana University.

Ivey was recently named program facilitator for the local music industry's executive education program, Leadership Music.

He also recently inked a deal to write a book explaining how copyright law and corporate practice have separated Americans from their cultural heritage.