

# MONDAY

## June 7, 2004



### 7:30 AM - 8:45 AM

#### SLA Unit Business Breakfast Meetings

Please check the Ticketed Events index, our Web Planner at [www.sla.org/nashville2004](http://www.sla.org/nashville2004), or the Business Meeting/Reception index for more information on the many business sessions hosted by our SLA Units.

#### Emerging Technologies Roundtable Breakfast

Ticketed Event #430

Price: \$10.00

Come and enjoy an exciting panel, energizing breakfast, and a lively discussion on cutting-edge emerging technology and its impact on you, your job, your library, and the information profession. Come, listen, and contribute your thoughts about the impact of emerging technology on you.

Presented by: Legal Division

Moderator(s): Nathan Rosen, Credit Suisse First Boston LLC

Speaker(s): Thomas Fleming, Jeffer, Mangels, Butler & Marmaro LLP; Nathan Rosen, Credit Suisse First Boston LLC

Sponsor(s): Thomson West

#### News Research without Borders

Come listen to an international panel, discuss all kinds of issues relating to international news research: sources, cases, problems, solutions, new tools, international cooperation and networking, presentations, and discussions.

Presented by: News Division

Moderator(s): Wil Roestenburg, PcM Landelijke Dagbladen

#### SLA Tech Zone: Creating Your First Website

Ticketed Event #406

Price: \$35.00

Learn how to create robust websites without writing lines of code. If you have a basic knowledge of HTML, but hate to write code, this is the session for you. Using Dreamweaver, we will review various types of style sheets, properties and implementation methods required to quickly and efficiently develop or change the look and feel of your website. This workshop is best suited for a beginner with some knowledge of or experience with HTML.

Presented by: SLA Technology Services

Sponsor(s): Factiva, a Dow Jones and Reuters Company

### 9:00 AM - 10:15 AM

#### Opening General Session

SLA Opening General Session, Dr. Carl S. Ledbetter, Senior Vice President Engineering/Research & Development, Novell Inc., will be our guest speaker.

Presented by: Special Libraries Association

### 12:15 PM - 1:30 PM

#### Internal Marketing

Before we can effectively market our libraries to our customers, we have to market within - to the library staff. Each member of your staff markets your library with every single interaction they have with customers. Library staff must understand this and energetically get behind the messages they are communicating to customers.

Presented by: Pharmaceutical & Health Technology Division

Speaker(s): Laura Zick, Eli Lilly & Co.; Sandra Stauffer, Eli Lilly & Co.

#### SLA Tech Zone: Extend Your Reach with Web-Conferencing

Ticketed Event #461

Price: \$35.00

Learn how to leverage Web-conferencing for virtual briefings, training and communications to internal and external audiences. We will examine how to plan and deliver virtual events, and explore ways that you can ensure successful Web-conferences. The advantages and limitations of this technology will also be examined. We will review the selection process for a Web-conferencing application to suit your organization's needs. Attendees will conduct a brief Web-conferencing event.

Presented by : SLA Technology Services

Sponsor(s): Factiva, a Dow Jones and Reuters Company



# MONDAY

## June 7, 2004

### 12:15 PM - 1:30 PM



#### SLA Unit Business Luncheon Meetings

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#### Book/Author Luncheon, MacArthur Fellow and Pulitzer Prize Winner Richard Rhodes

Ticketed Event #451

Price: \$26.00

Richard Rhodes is the author of 19 books. *The Making of the Atomic Bomb* won a Pulitzer Prize, a National Book Award, and a National Book Critics Circle Award. He has received numerous prestigious fellowships, and he lectures frequently. Rhodes will discuss his new biography, *Audubon: The Making of An American*.

Presented by: Education Division, Museums Arts and Humanities Division, Natural History Caucus, Biomedical and Life Sciences Division

Speaker(s): Richard Rhodes, historian, prize-winning author

#### Mining the Invisible Web for Competitive Intelligence

Learn new tactics, tools, and techniques for ferreting out the wealth of invaluable CI information located on the invisible Web, including specialized search engines, methods for finding specialized data, and resources for images, streaming media, and other non-HTML content.

Presented by: Information Technology Division

Moderator(s): Ty Webb, Information Technology Division

Speaker(s): Mary Ellen Bates, Bates Information Services

#### Nanotechnology: What Is It and How Is It Used?

This state-of-the-art program provides conference attendees basic information on the cutting-edge topic of nanotechnology. We will have a speaker from the Nanotechnology Institute at the University of South Carolina and one from Cordis (J&J).

Presented by: Engineering Division, Aerospace Section of DENG, Biomedical & Life Sciences Division, Science-Technology Division, Physics-Astronomy-Mathematics Division

Speaker(s): Charles Trotter, Cordis/J&J

#### Archiving Update

Discussion of the archiving efforts at National Public Radio and other TV, cable, and radio companies. Presentation on a guide to help news libraries understand their responsibilities, evaluate resources, raise awareness of preservation issues, and establish priorities for ensuring that their digital assets will be there for future researchers.

Presented by: News Division

Moderator(s): Peter Johnson, Los Angeles Times

Speaker(s): Vicky McCargar, Los Angeles Times; Rob Robinson, National Public Radio

#### Outsourcing Selected Library Functions

Ticketed Event #455

Price: \$30.00

Information center managers have long employed various forms of outsourcing to handle selected functions. Learn from the experiences of information centers with various outsourcing models. Get tips on evaluating potential outsourcing partner firms, and learn success factors and potential problems that may affect the relationship.

Presented by: Business and Finance Division

Moderator(s): Cynthia Lesky, Threshold Information, Inc.

Speaker(s): Tom Fearon, Lehman Brothers; Jillian Hamer, Boston Consulting Group; Duncan McKensy, Quaker Oats

#### Recruiters Roundtable

Come listen as leading recruiters in the library industry share secrets of how to get and keep a job in this economy.

Presented by: Solo Librarians Division

Moderator(s): Quinn Koller, Library Associates

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## 12:15 PM - 1:30 PM

### SLA Contributed Papers Session

Speaker(s): Rebecca Augustyniak and Amy Finley, Florida State University; Bonnie Hohhof, Competitive Intelligence Magazine; Margaret Carroll, Microsoft Corporation; Dr. Yvonne Chandler, University of North Texas; Gail Nicula, Joint Forces Staff College Library; Shirley Laseter, Air University Library, Maxwell Air Force Base

Moderator(s): Theo Jones-Quartey, Conference Committee

## 2:00 PM - 3:15 PM

### Collecting, Displaying, and Storing Audubon Art Prints

Thinking of investing in an Audubon print? Learn how to evaluate them from Bill Steiner, who wrote Audubon Art Prints: A Collector's Guide to Every Edition. Then learn how to properly display and store your print or other valuable documents from Greg Jecmen, assistant curator, Department of Old Master Prints, National Gallery of Art.

Presented by: Education Division, Arts & Humanities Division

Speaker(s): Gregory Jecmen, National Gallery of Art, Washington, D.C.; Bill Steiner, ecologist and art collector

### SLA Tech Zone: Creating Your First Website

Ticketed Event #474 Price: \$35.00



Learn how to create robust websites without writing lines of code. If you have a basic knowledge of HTML, but hate to write code, this is the session for you. Using Dreamweaver, we will review various types of style sheets, properties and implementation methods required to quickly and efficiently develop or change the look and feel of your website. This workshop is best suited for a beginner with some knowledge of or experience with HTML.

Presented by: SLA Technology Services

Sponsor(s): Factiva, a Dow Jones and Reuters Company

### Strategic Planning

Jan Sykes, consultant; Peter Sidney, Cargill; and Diane Filbin, Harris Nesbitt (chair of Illinois Chapter Strategic Planning Committee)

Presented by: Leadership and Management Division

### Survive and Thrive in the Library! (Part 1)

Budget/staff cuts, increased political/security issues, new automation, cultural pressures, changing demographics - how to make hard choices in the workplace? Information professionals and librarians need to make difficult choices about services and staff duties. Learn how to create a new working strategic plan, eliminate services to make way for the new, and build alliances.

Presented by: Military Librarians Division

Speaker(s): Pat Wagner, Pattern Research

### Multi-Office Management

How does a manager in a central location manage staff in remote locations? This program will take an in-depth look at a few of the issues a central manager encounters. The speakers will use real-life examples of situations and solutions to the problems and joys of multi-library management.

Presented by: Legal Division

Speaker(s): Mary Ames, Edwards & Angell LLP; Connie Pine, Bracewell & Patterson

### Expanding Relationships

Hear how two information professionals in the world of academics has successfully marketed their department's information services by focusing on the needs of research scientists.

Presented by: Pharmaceutical & Health Technology Division

Speaker(s): Jennifer Lyon, Vanderbilt University; Christine Leyva, Eisai Research Institute

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## 2:00 PM - 3:15 PM

### **Working Up the Food Chain with Competitive Intelligence**

What is value-added competitive intelligence, and how do we provide analysis?

Presented by: Leadership and Management Division

### **New and Evolving Roles of Business Information Professionals**

Information technology and the expectations of users continue to change rapidly. This panel focuses on innovation and new opportunities for the change and growth of both information services as well as information professionals.

Presented by: Business and Finance Division

Moderator(s): Rita Costello, Rosenfeld Management Library, UCLA

Speaker(s): Cynthia Hill, Sun Microsystems; Rebecca Jones, Dysart & Jones Associates

### **Reinventing Knowledge Management**

This session will show you how to use knowledge services (the convergence of information management, knowledge management, and strategic learning) to help your organization meet its mission-specific objectives. At the same time, you'll learn to sell the value of specialist librarians and other knowledge workers as KM team members.

Presented by: Petroleum & Energy Resources Division, Advertising & Marketing Division, Leadership and Management Division

Moderator(s): Gina Williamson, ExxonMobil

Speaker(s): Guy St. Clair, SMR International

### **Let Us Save What Remains: Archiving as Though the Future Matters**

As more and more publications are being digitized or simply "born digital," many wonder how to ensure long-term access to these non-print materials. Can models for archiving be developed that balance the rights of publishers, the responsibilities of librarians, and the needs of users? This session looks at some promising new efforts.

Presented by: Social Science Division

Moderator(s): Nancy Minter, Urban Institute Library and chair-elect, DSOC

Speaker(s): Eileen Fenton, JSTOR; Carol MacAdam, JSTOR Library Relations; Vicky Reich, Stanford University, LOCKSS - Lots of Copies Keeps Stuff Safe; Tracy Westen, University of Southern California, Center for Governmental Studies; Gary Coker, EBSCO Information Services

**Sponsor(s): EBSCO Information Services**

### **Physics Roundtable**

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

Presented by: Physics-Astronomy-Mathematics Division

**Sponsor(s): INSPEC**

### **Vendor and Publisher Update**

Vendors and publishers will make presentations of new products and services of interest to the Food, Agriculture, and Nutrition Division.

Presented by: Food, Agriculture & Nutrition Division

Moderator(s): Robert (Pat) Allen, University of Illinois at Urbana-Champaign.

### **West Nile Virus: Lessons Learned**

Dr. Tracy McNamara, DVM, will discuss the identification of and controversy surrounding West Nile virus.

Presented by: Biomedical & Life Sciences Division

Speaker(s): Tracy McNamara

For the most up-to-date information, visit the online conference planner at:

[www.sla.org/nashville2004](http://www.sla.org/nashville2004)  
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### Mary Murphy Contributed Papers Session

The Geography and Map Section's Mary Murphy Contributed Papers Session features current topics and research. Speakers will cover information from the Cartographic Users Advisory Council Homeland Security Task Force and geography and map activities at IFLA in Berlin.

Presented by: Geography & Map Section, Social Science Division

Speaker(s): David McQuillan, University of South Carolina; Linda Zellmer, Indiana University

### Customer Relationship Management for Solos

Learn how to utilize low-cost CRM tools such as Act! and Goldmine to build, maintain, and improve relations with patrons and others who are vital stakeholders of your library.

Presented by: Solo Librarians Division

Moderator(s): Quinn Koller, Library Associates

### EPA Web Ambassadors

The Environmental Protection Agency (EPA) Web site covers three hundred distinct areas and contains over one million HTML and PDF files. EPA has recently undertaken initiatives to familiarize stakeholders with the structure and content of EPA's Web domain. Librarians, as information intermediaries, are the first Web Ambassadors to receive the EPA toolkit.

Presented by: Environment & Resource Management Division

Moderator(s): Nancy Simpson, Illinois EPA Library

Speaker(s): Chuck Herrick, Stratus Consulting

### Dewey Decimal Classification: What's New and What's Needed by Special Libraries

An informal discussion, with opportunities to ask questions and make suggestions, led by Julianne Beall, assistant editor of the Decimal Classification Division of the Library of Congress.

Presented by: Committee on Cataloging

Speaker(s): Julianne Beall, Library of Congress, Decimal Classification Division

### Non-Traditional Careers: A Star Track to the Future

Ticketed Event #471

Price: \$12.00

Are you drifting to a "blackhole" in your career? Are you a Nova (old star brightening temporarily) or do you anticipate Super Nova status (massive star exploding)? Learn what industries are seeking Librarians/Information Specialists in Non-Traditional roles. See, hear and meet colleagues in Non-Traditional Careers who are on a track to the future. Kick off the Non-Traditional Careers Caucus.

Presented by: Non-Traditional Careers Caucus

Moderator(s): Erma Dell'Aquila, Morgan Stanley

## 3:45 PM - 5:00 PM

### Hot Topics in Records Management

Hear from the director of a records management function at a large pharmaceutical company about recent changes in her function, about the impact of technology on her profession and about what lies on the horizon in terms of change.

Presented by: Pharmaceutical & Health Technology Division

Speaker(s): Sylvia Diaz, Bristol-Myers Squibb

### State of the Information Profession from a 20,000 Feet-High Perspective

Presented by: Leadership and Management Division

Speaker(s): Leslie Jacobs Barrett, Outsell Inc.

### No More Old MacDonalds

This program will describe the environmental damage that can occur with large-scale, "factory farming" of meat products. It will provide an overview of the problem, discuss environmentally friendly alternatives to factory farming, and close with references and resources that can be used to learn more about the problem.

Presented by: Environment & Resource Management Division, Food, Agriculture & Nutrition Division

Moderator(s): Bobbi Weaver, California Western School of Law

Speaker(s): Jenny Drake, Peaceful Pastures; Bettye Glover, Friends of the Drakes Creek and Red River

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## 3:45 PM - 5:00 PM

### Process of Going Global

Unifying Global Information Functions Under One Roof

Presented by: Leadership and Management Division

### Refresh, Renew, Remind: The Three R's of Legal Research

Training at law firms presents a unique set of obstacles. As technology changes, the tools of legal research evolve. How can we keep attorney skills fresh and remind new attorneys that it's not all online? Share your experiences and hear about specific programs that refresh, renew, and remind attorneys.

Presented by: Legal Division

Moderator(s): Charlene Cunniffe, Bass Berry & Sims

Speaker(s): Constance Ard, Greenebaum Doll & McDonald; Deidra Payne, LexisNexis



### SLA Tech Zone: Extend Your Reach with Web-Conferencing

Ticketed Event #476

Price: \$35.00

Learn how to leverage Web-conferencing for virtual briefings, training and communications to internal and external audiences. We will examine how to plan and deliver virtual events, and explore ways that you can ensure successful Web-conferences. The advantages and limitations of this technology will also be examined. We will review the selection process for a Web-conferencing application to suit your organization's needs. Attendees will conduct a brief Web-conferencing event.

Presented by : SLA Technology Services

Sponsor(s): Factiva, a Dow Jones and Reuters Company

### What's Happening to Your Healthcare: Costs and Trends

Healthcare benefits are a hot topic, whether you're talking about your own or your staff's. Learn about factors driving healthcare cost inflation: medical utilization/aging population, new technologies and drugs, malpractice insurance, and the uninsured. Get an update of the state and federal legislation being passed in response to these issues.

Presented by: Insurance & Employee Benefits Division

Moderator(s): Kimberly Anicker, Safeco Insurance

Speaker(s): Scott Falk, BNA, Inc.; Liz White, BNA, Inc.

### Energy Resources Roundtable

From sources on renewable energy to consultants' reports to government information, this session will give you the resources that energy industry information professionals utilize daily in different segments of the industry.

Presented by: Petroleum & Energy Resources Division

Moderator(s): Gina Williamson, ExxonMobil

Speaker(s): Ellen Sartorius, Ernst & Young; Marlene Vogelsang, Energy Resource Center; Bill Horvath, National Energy Information Center

### The New Information Professional: Vision and Practice

Hear the most recent Goldspiel grant recipients discuss the differences between the vision and the practice of the roles of information professionals within newspapers or news organizations, and learn about the project, "A survey to support 'evidence-based practice' in special libraries serving fire service personnel and researchers in public safety and homeland security areas."

Presented by: Research Committee

Speaker(s): Deborah Barreau, School of Information & Library Science, University of North Carolina at Chapel Hill; Lian Ruan, Illinois Fire Service Institute, University of Illinois; Linda Smith, Graduate School of Library and Information Science, University of Illinois

### PAM Division Vendor Update

Join vendors in a discussion of new products, technologies, and developments in the Physics-Astronomy-Mathematics literature.

Presented by: Physics-Astronomy-Mathematics Division

Sponsor(s): Thomson Scientific

Need more information? Log onto <http://www.sla.org/nashville2004>

# MONDAY

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## 3:45 PM - 5:00 PM

### Survive and Thrive in the Library! (Part 2)

Learn how to consider your employer simply as your current customer, how to keep up with the marketplace, and when and if you need to seek a promotion, a new position, a new workplace, or even a brand new career. Also, learn how to better sell yourself and the ten skills every employer needs.

Presented by: Military Librarians Division  
Speaker(s): Pat Wagner, Pattern Research

### Corporate Virtual Reference Service

As the delivery of electronic content and services continue to grow, some libraries are moving to the reality of a completely virtual library. Panelists share experiences.

Presented by: Business and Finance Division  
Moderator(s): Sylvia James, Sylvia James Consultancy  
Speaker(s): Stephen Marvin, West Chester University; Arlene Smith, GlaxoSmithKline Pharmaceuticals

### Materials Session

Please see <http://www.sla.org/nashville2004> for more information.

### Best of the Web for the Advertising Industry

Overwhelmed by the time-consuming prospect of looking for advertising research on the Internet? Julie-Ann Zilavy from the American Association of Advertising Agencies and Stephen Fleming from Young & Rubicam will share their best Internet sources for topics from media research to consumer markets, in the United States and international markets.

Presented by: Advertising & Marketing Division  
Speaker(s): Stephen Fleming, Young & Rubicam; Julie-Ann Zilavy, American Association of Advertising Agencies

### Sci-Tech Information Resources

Participate in a session on key-related resources that non-sci-tech librarians should know about.

Presented by: Science-Technology Division, Geography & Map Section, Social Science Division

### Data Visualization: Imaging Information

How can we make sense of large amounts of data? Data visualization is one possible solution. By visualizing data in diagrams or pictures, researchers can detect patterns that enable them to better analyze information. Science, business, and industry can all profit from this data analysis technique.

Presented by: Information Technology Division  
Moderator(s): Georgia Highley, Library of Congress

## 3:45 PM - 5:45 PM

### Into the Wild Blue Yonder: Adventures of a Female Combat Pilot

Ticketed Event #480

Price: \$5.00

Come hear our famous combat pilot tell of her adventures while flying into the wild blue yonder! A reception "meet and greet" will take place immediately after the presentation. Light refreshments will be provided.

Presented by: Engineering Division, Aerospace Section of DENG, Transportation Division  
Moderator(s): Mary Crompton, Northrop Grumman Corp.



### Evening Activities

Join other attendees in celebrating the Nashville conference at many SLA Unit-sponsored open houses and receptions. Refer to the Ticketed Events index, our web planner at [www.sla.org/nashville2004](http://www.sla.org/nashville2004), or the Business Meeting/Reception index for more details.