

# SATURDAY

## June 5, 2004

### Registration Hours

Friday, June 4, 1:00pm - 6:00pm  
 Saturday, June 5, 7:00am - 6:00pm  
 Sunday, June 6, 7:00am - 6:00pm  
 Monday, June 7, 7:00am - 4:00pm  
 Tuesday, June 8, 7:00am - 5:00pm  
 Wednesday, June 9, 7:00am - 1:00pm

### 8:00 AM - 12:00 PM

#### Handling Statistical Data with Confidence

Ticketed Event #145

Price: \$199 mbr/\$299 nmb

A refresher of statistical tools and techniques with the emphasis on their application. Examples are from insurance and economic development perspectives and the field of medical insurance. Covers how to critically evaluate, interpret, and communicate statistical information and how to measure customer satisfaction and other program evaluation and accountability measures.

Presented by: Insurance & Employee Benefits Division  
 Speaker(s): Julie Flowers, South Carolina Dept. of Parks, Recreation and Tourism

#### Phylogenetics and Systematics for Information Professionals: Science and Resources

Ticketed Event #120

Price: \$199 mbr/\$299 nmb

Understand the sciences that bring order to the natural world. Systematic techniques discern the relationships of organisms, assign newly discovered genes to gene families, identify organisms in need of conservation, and model disease transmission and epidemics. Learn the basics, your clients' vocabulary, and the essential resources and analysis tools for these sciences.

Presented by: Biomedical & Life Sciences Division  
 Moderator(s): Barbara Hedges, University of Alabama  
 Speaker(s): Michael Miyamoto, University of Florida; Michele Tennant, University of Florida

#### Quantum 2: ROI Preparation and Defense

Ticketed Event #115

Price: \$199 mbr/\$299 nmb

Information professionals are constantly being challenged to produce "ROI" justification for their information expenditures. This session examines the business value that information expenditures bring to those who pay for them. Using tradeoffs of time, cost, and quality, the second portion of this session discusses how to present an effective budget.

Presented by: SLA Professional Development Center  
 Speaker(s): Liz Blankson-Hemans, Dialog, The Information Professional Partner  
 Sponsor(s): Dialog, The Information Professional Partner

#### Ten Steps to a Successful Intranet

Ticketed Event #135

Price: \$199 mbr/\$299 nmb

Participants will learn the essential steps that lead to a successful intranet from an instructor who has inspected several hundred intranets and consulted in developing and re-architecting intranets since 1996. This half-day workshop includes implementation insights, such as how to establish appropriate governance, information, and technology initiatives.

Presented by: SLA Professional Development Center  
 Speaker(s): Jean DeMatteo; Howard McQueen, McQueen Consulting

#### Wireless Technology: Secured?

Ticketed Event #125

Price: \$199 mbr/\$299 nmb

What makes 802.11b the preferred protocol for wireless networks? What are the campus/enterprise perspectives of an 802.11b wireless network? What are the governance and cultural shifts at the campus/enterprise level? Learn the basics of wireless technology, review wireless protocols, review where wireless technology applications are used, and discuss security problems with wireless capability.

Presented by: Military Librarians Division  
 Speaker(s): Clifton Poole, National Defense University

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## 8:00 AM - 12:00 PM

### Taxonomies for Indexing: A Hands-On Approach

Ticketed Event #140 Price: \$199 mbr/\$299 nibr

A taxonomy can be a great Web site guide, especially to the underlying databases, by providing precise search query results. How do you create one? What is the workflow? Who should do it? How long does it take? In the second half of this session, participants will create a mini-taxonomy.

Presented by: Information Technology Division

Speaker(s): Alice Redmond-Neal, Access Innovations, Inc.; Jay Ven Eman, Access Innovations, Inc.

## 8:00 AM - 5:00 PM

### Chemistry for the Non-Chemist Librarian

Ticketed Event #110 Price: \$299 mbr/\$399 nibr

Any information scientist responsible for providing chemistry reference services must understand the basics of chemistry. This course includes:

1. An introduction to chemistry.
2. Basic concepts and research questions in organic, physical, inorganic, analytical, and biological chemistry.
3. An overview of how a chemist's research needs direct his or her information needs.

Presented by: Chemistry Division

### Competitive Intelligence for Sci-Tech Information Professionals

Ticketed Event #105 Price: \$299 mbr/\$399 nibr

Competitive intelligence is the selection, collection, interpretation, and distribution of publicly-held information that has strategic importance. This course will introduce participants to general issues in competitive intelligence and guide them in developing and implementing a competitive intelligence service with a sci-tech focus to meet the needs of an organization.

Presented by: Science-Technology Division

Speaker(s): Angela Pollis, KnowledgeLink Consulting Service

### The Visible Librarian: Marketing and Advocacy for Special Librarians

Ticketed Event #100 Price: \$299 mbr/\$399 nibr

Libraries run by solo librarians are in jeopardy. This course will teach the solo how to present his or her value proposition to the larger organization and, in the process, improve the organization's perception of the library profession as a whole. This course is equally applicable to librarians working in larger-staffed libraries.

Presented by: Solo Librarians Division

Speaker(s): Judith Siess, Information Bridges International

## 9:00 AM - 12:00 PM

### eLearning and Information Management: Is Their Convergence Becoming Reality?

Ticketed Event #160 Price: \$199 mbr/\$299 nibr

Information professionals are curious about eLearning because so many learning principles overlap with information management principles and practices. This workshop explains how forward-thinking information professionals are developing content for learning programs. It reviews simple eLearning tools and focuses on how to repurpose familiar information resources in a learning environment to meet organizational goals.

Presented by: SLA Professional Development Center

Speaker(s): Factiva, Factiva InfoPro Alliance

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

## 1:00 PM - 4:00 PM

### Becoming Indispensable: Managing a Successful End User Initiative

Ticketed Event #196 Price: \$199 mbr/\$299 nibr

Learn from experts about the creation and management of an end user initiative in your organization. This interactive seminar covers marketing, public relations and the introduction of new end user services all the way through rollout, training, customer support and follow-on activities.

Presented by: Factiva Enterprise Consulting and InfoPro Alliance, SLA Professional Development Center

Speaker(s): Factiva, Factiva Enterprise Consulting and InfoPro Alliance

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

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## 1:00 PM - 5:00 PM

### Private Equity Research

**This class was originally scheduled 8-12, due to a conflict it has been changed to 1pm-5pm.**

Ticketed Event #150

Price: \$225 mbr/\$275 nibr

This course will review and provide guidance for researching venture capital and private equity from both a U.S. and a global perspective. It will include a general survey of how private equity came into being, explain where it is today, and discuss the organizations publishing information on this sector.

Presented by: Business & Finance Division

Speaker(s): Ann Cullen, Baker Library, Harvard Business School

### Mathematics, Computer Science, and General Science Reference Fundamentals for Non-Scientists

Ticketed Event #170

Price: \$199 mbr/\$299 nibr

This half-day course will enhance the skills of students and librarians new to science reference, especially mathematics and computer science. It will review important print and electronic resources in these fields, as well as tactics for answering information requests using such resources. Participants will engage in lively discussions and hands-on experiences.

Presented by: Physics-Astronomy-Mathematics Division

### Quantam 2: Understanding Your Business Environment

Ticketed Event #195

Price: \$199 mbr/\$299 nibr

Information professionals must know how to connect the information center to the strategic objectives of the organization as a whole. This session offers how-to's for mining information from annual reports and understanding the organization's financial outlook. Part two uncovers business needs that can form the basis of value-added library services.

Presented by: SLA Professional Development Center

Speaker(s): Libby Trudell, Dialog, The Information Professional Partner

Sponsor(s): Dialog, The Information Professional Partner

### Criminal and Investigative Research: Satisfying Due Diligence

Ticketed Event #180

Price: \$199 mbr/\$299 nibr

This course will review criminal and other public records sources (online and offline) and strategies for conducting background checks. Discover what is public record and what is not. Learn about permissible (legal) uses of public and private information. Find out why some online public records research may not meet the due diligence standard.

Presented by: Legal Division

Speaker(s): Genie Tyburski, Ballard Spahr Andrews & Ingersoll, LLP

## First SLA Conference?

Make plans to attend the **SLA Fellows Reception** for First Time Attendees.

Sunday, June 6, 2004

2:30pm - 4:00pm

Sponsored by: LexisNexis

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## 1:00 PM - 5:00 PM

### **Branding 101: What It Takes to Build a Library Brand**

Ticketed Event #190

Price: \$199 mbr/\$299 nibr

The seminar will explore the multiple facets of a brand, the role of branding in a marketing program, the steps required to establish a brand, and how managers of library and information services can apply branding tools to communicate promises and establish brand loyalty for their services and products.

Presented by: SLA Professional Development Center

Speaker(s): Chris Olson, Chris Olson & Associates

### **Beyond Google: Searching Faster on the Web**

Ticketed Event #165

Price: \$199 mbr/\$299 nibr

This fast-paced program is designed for experienced Web searchers who want to go beyond search engines to other high-quality sources of information. Participants will be introduced to a wide variety of free resources and top starting points and will discover the best ways to search them effectively.

Presented by: SLA Professional Development Center

Speaker(s): Rita Vine, Workingfaster.com

### **Competitive and Strategic Intelligence toward Professional and Organizational Success**

Ticketed Event #185

Price: \$199 mbr/\$299 nibr

This course examines the intelligence process, techniques, and tools; explains the intelligence profession; and reveals how to apply intelligence toward organizational and professional success. Participants will learn how to improve their organization's strategic decision-making and competitiveness, enhance their professional growth, and better monitor and understand developments in the information and other industry sectors.

Presented by: SLA Professional Development Center

Speaker(s): Cynthia Cheng Correia, Fuld & Company, Inc.

### **Basic Immunology for Biological Information Professionals**

Ticketed Event #175

Price: \$199 mbr/\$299 nibr

This course covers basic concepts in immunology and relates them to the types of questions clinicians, researchers, and students may ask of biological information professionals. Participants will learn how the immune system works, the terminology of immunology, and which key research areas to watch out for in collection development.

Presented by: Biomedical & Life Sciences Division

Moderator(s): Barbara Hedges, University of Alabama

Speaker(s): George McGregor, Chiron Corporation

## 2:00 PM - 5:00 PM

### **Tour of Nashville Tennessean Library**

Ticket #: 197

Price: \$20.00

Tour of the news library at the The Tennessean.

Presented by: News Division

## 5:30 PM - 9:00 PM

### **SLA Tour: Nashville Sightseeing Tour**

Ticketed Event #198

Price: \$30.00

Grand Ole Nashville! This must-see tour takes you by the homes of country legends including Martina McBride, Ronnie Milsap, the late Hank Williams, and Tammy Wynette and includes admission to a self-guided tour of the historic Ryman Auditorium, featuring memorabilia, photographs and historic video clips. Other points of interest include Fort Nashboro, Historic Second Avenue, the Capitol, Music Row, the Parthenon and the Governor's Mansion.

Presented by: Special Libraries Association