

SUNDAY

June 6, 2004

SLA Awards Reception

Sunday, June 6, 2004
7:00pm - 10:00pm

Ticket #345
Price \$99.00

Sponsored by Factiva and LexisNexis

7:30 AM - 8:45 AM

Academic Librarians' Roundtable

Ticketed Event #205 Price: \$5.00

This session allows academic librarians to discuss issues of interest to them. Breakfast included.

Presented by: Science-Technology Division, Biomedical & Life Sciences Division, Chemistry Division

Sponsor(s): Thomson Scientific

8:00 AM - 12:00 PM

Researching Private Companies Globally

Ticketed Event #280 Price: \$225 mbr/\$275 nmbr

Researching private company activity globally is one of the key areas of business information. Much of this information is in the public domain, but sourcing it demands a systematic approach. The course teaches the successful research strategy that can be used in information projects to provide excellent company reports.

Presented by: Business & Finance Division

Speaker(s): Sylvia James, Sylvia James Consultancy

Pharmaceutical Regulatory Resources Online

Ticketed Event #275 Price: \$199 mbr/\$299 nmbr

Information professionals working in the health sector must understand government regulations and their implications. This course focuses on types of regulatory data most likely to be requested - and why. Attendees will master basic terminology, increase confidence and competence in requisite data searching and analysis, and enhance skills in anticipating and understanding business-critical regulatory issues.

Presented by: Pharmaceutical & Health Technology Division

Speaker(s): Bonnie Snow, Dialog, The Information Professional Partner

Sponsor(s): Dialog, The Information Professional Partner

KM Benchmarking

Ticketed Event #261 Price: \$199 mbr/\$299 nmbr

This workshop will reveal current trends and visions in European knowledge and information management. Among the topics to be covered: Codification versus Personalization: what suits your organization best?; Current information strategies; Choices in search and document technologies; Latest development of knowledge centers; and Trends in virtualization of the information profession and departments.

Presented by: SLA Professional Development Center

Speaker(s): Daan Boom; Boyd Hendriks

TechStorm: A Strategic Planning Facilitated Workshop

Ticketed Event #270 Price: \$199 mbr/\$299 nmbr

This half-day workshop stretches the thinking of participants to consider new technologies and their applicability to information control and services. Through facilitated discussions, participants interact with colleagues and brainstorm new ideas for finding and using technology to apply in their own environments.

Presented by: Information Technology Division

Speaker(s): Stephen Abram, Micromedia ProQuest; Jane Dysart, Dysart & Jones Associates

Systems Thinking for Librarians

Ticketed Event #260 Price: \$199 mbr/\$299 nmbr

Librarians are struggling to better illustrate their value in high-risk environments. Systems thinking will be presented as a philosophy to help attendees adopt effective ways of interacting with leadership, serving constituents, and positioning information services to play a vigorous and innovative role in their organization. Tools for applying the process will be provided.

Presented by: Engineering Division, Biomedical & Life Sciences Division

Moderator(s): Amanda Dingus Kindall, KeyBank

Speaker(s): Rebecca Corliss, Schiff Hardin & Waite; Sara Tompson, Packer Engineering; Lorri Zipperer, Zipperer Project Management

SUNDAY

June 6, 2004

8:00 AM - 12:00 PM

Deadline Due Diligence

Ticketed Event #281

Price: \$199 mbr/\$299 nmbr

This CE course is designed to bring together in one course the very best techniques used by news librarians, and business researchers to locate information about people and research companies and organizations. News librarians are routinely called upon to provide detailed background on persons both well-known and unknown who have become newsworthy as well as in-depth information about companies and organizations. This course, originally designed by news researchers to be taught to journalists, collects and refines research techniques that rely on readily available, no low cost sources. The third component of this course is maximizing the power of the Google search engine for fast, in-depth research by customizing the Google interface.

Presented by: News Division

Speaker(s): Dr. Roberta Brody, *Grad School Library Info Studies*, Queens College; Greg R. Notess, University of Montana; Toby Lyles, *Raleigh News and Observer*; Marion Paynter, *Charlotte Observer*

Planning and Conducting an Information Audit

Ticketed Event #255

Price: \$199 mbr/\$299 nmbr

This course introduces the information audit concept and, using a seven-stage model, practical examples, and case studies, shows participants how to apply the process to their organizations. Attendees will work through the model stage by stage, from the formulation of objectives in the planning stage, to the implementation of recommendations.

Presented by: SLA Professional Development Center

Speaker(s): Ralph Godau; Sue Henczel

Making It Count: Measuring the Value of Special Libraries and Information Centers

Ticketed Event #245

Price: \$199 mbr/\$299 nmbr

This course focuses on a new approach for identifying and measuring the value of library and information services. Participants will identify several critical success factors, measures for the factors including an instrument to gather needed data, and a plan for communicating the value of their library or information center to management.

Presented by: SLA Professional Development Center

Speaker(s): Eileen Abels, University of Maryland, College of Information Studies; Lisl Zach, Louisiana State University, School of Library and Information

Quantum 2: Assessing Your Business and Strategic Competencies

Ticketed Event #250

Price: \$199 mbr/\$299 nmbr

In today's business-first culture, information professionals may feel the need to assess and develop their business skills. This session maps the long-accepted librarian professional competencies to business and strategic competencies. Outcomes are a gap analysis of needed skills and an action plan for acquiring those skills, forming the starting point for professional development.

Presented by: SLA Professional Development Center

Speaker(s): Betty Jo Hibberd, Dialog, The Information Professional Partner

Sponsor(s): Dialog, The Information Professional Partner

Federated Searching and Open URL

Ticketed Event #265

Price: \$199 mbr/\$299 nmbr

Federated searching, or searching many information bases at once, is the next generation in library services. Participants will learn what federated searching is, what's available today, what is involved in implementing a federated search service, its impact on the library, and how the Open URL standard and other linking initiatives relate to these new services.

Presented by: SLA Professional Development Center

Speaker(s): Frank Cervone, University Librarian for Information Technology, Northwestern; Darlene Fitcher, University of Saskatchewan, Northern Lights Internet Solutions, Ltd.

Helping Engineers and Other Scientists Select Materials

Ticketed Event #210

Price: \$199 mbr/\$299 nmbr

Time spent in the library can save time in the laboratory. Today, with electronic archives and property databases based on older resources, many research projects can be streamlined using resources that once sat on the shelf. This workshop explores resources that help focus research in the areas of materials selection.

Presented by: Materials Research & Manufacturing Division

Speaker(s): Patricia Kirkwood, Pacific Lutheran University

Questions? Email conferences@sla.org

SUNDAY

June 6, 2004

8:00 AM - 5:00 PM

Business Intelligence Toolkit 202: From Research to Intelligence

Ticketed Event #240 Price: \$299 mbr/\$399 nibr

In this session, competitive intelligence practitioners who have crossed sci-tech lines with business will share their best productive resources, information-extraction methods, and presentation tips. Participants will gain confidence in compiling profiles and insightful summaries using the language and format that is sure to please management who "needed it yesterday"!

Presented by: Engineering Division

Moderator(s): Amanda Dingus Kindall, KeyBank

Speaker(s): Margaret Metcalf Carr, Carr Research Group; Renee Daulong, Dell Computers

How to Teach Search Skills to Know-It-All Searchers

Ticketed Event #225 Price: \$299 mbr/\$399 nibr

This full-day, active course covers the essentials of planning content for a session, timing issues, and tips and tricks that experienced trainers use to make learning stick after a class. Participants will learn the basics of presentation skills, plus tips for simplifying content and energizing presentations.

Presented by: SLA Professional Development Center

Speaker(s): Rita Vine, Workingfaster.com

Effective Presentations and Effective Communications: 101

Ticketed Event #290 Price: \$199 mbr/\$299 nibr

CE Course

Presented by: Leadership and Management Division

Content Management Strategies and Tools

Ticketed Event #215 Price: \$299 mbr/\$399 nibr

This workshop is intended to assist attendees who architect and implement world-class intranets. The intermediate- to advanced-level courseware is designed for content managers, information architects, Web developers, and publishing personnel interested in deploying current generation database and related tools and Web-enabling strategies. Howard McQueen will discuss his Seven Layer model for content management, analyzing where content and technology intersect with people and business processes.

Presented by: SLA Professional Development Center

Speaker(s): Jean DeMatteo; Howard McQueen, McQueen Consulting

Competitive Intelligence: Building a CI Business Unit and Finding CI Information

Ticketed Event #235 Price: \$299 mbr/\$399 nibr

Participants will learn how to develop and build a CI unit starting with a statement of objectives, staffing, and budget issues; access and develop goals and deliverables; get internal support; develop production templates; and find CI information. They will leave with an action plan to use and develop for their own situation.

Presented by: Insurance & Employee Benefits Division

Speaker(s): Denise Dodd, Independence Blue Cross

Back to Basics Business Research: Strategies, Tactics, and Sources

Ticketed Event #220 Price: \$299 mbr/\$399 nibr

This course is designed to help special librarians find, evaluate, and structure the business information that is needed in their work. In addition to discussing the basic business sources and practical research tactics and strategies, it offers a framework of decisions, processes, and methods for developing answers without being overwhelmed by the sources.

Presented by: Business & Finance Division

Speaker(s): Roberta Brody, Graduate School of Library and Information Studies at Queens College, City University of New York

GIS for the Special Librarian

Ticketed Event #230 Price: \$299 mbr/\$399 nibr

This course provides a hands-on orientation to the capabilities of Geographic Information Systems (GIS) in library settings. Participants will learn the basics of ArcGIS software and the components of geospatial data. This course covers fundamental GIS concepts blended with actual map making and geospatial data query using ArcView's map making and analysis tools.

Presented by: Geography & Map Section, Social Science Division

Speaker(s): Jim Gillispie, Johns Hopkins University; Angela Lee, ESRI; Anita Oser, Western Carolina University

SUNDAY

June 6, 2004

8:30 AM - 4:30 PM

Government Transportation Research Information Committee (GTRIC)

Ticketed Event #285

Price: \$50.00

Learn from state, national, and international government information leaders in the transportation industry discussing projects, goals, and successes in an informal environment. Speakers from Europe, Canada, and the United States will provide information on their libraries and major transportation initiatives within their organizations, providing a global context for managing and sharing transportation information.

Presented by: Transportation Division

Moderator(s): Nelda Bravo, National Transportation Library

Sponsors(s): ASCE

9:00 AM - 10:30 AM

DLEG Tax Roundtable

Ticketed Event #295

Price: \$5.00

Join an interactive panel/participant discussion about the legislative history of tax bills, which will include information on process, resources, and tips. This program is being supported by a contribution from BNA Inc.

Presented by: Legal Division

Moderator(s): Susan Chenoweth, Federal Reserve Bank of Chicago;

Tammy MacLean, International Bureau of Fiscal Documentation

Speaker(s): Lee Carnes, Kennedy Covington; Paul Kleckner,

PricewaterhouseCoopers; Missy Murphy, University of Mississippi

9:00 AM - 12:00 PM

Leadership Development Institute

The Leadership Development Institute will introduce SLA's leadership to their roles and responsibilities and give practical guidance for fulfilling these responsibilities. Newly elected chapter or division officers, especially chapter presidents or presidents-elect, division chairs or chairs-elect, or caucus conveners, should plan to attend. All interested in leadership are invited to attend.

Presented by: Leadership Department

Moderator(s): Jacquelyn Knuckle, Chestnut Hill Hospital Medical Library; Brent Mai, Concordia University

Sponsor(s): Dialog, The Information Professional Partner

9:00 AM - 12:00 PM

Beyond Marketing: Consultative Selling Strategies for Information Professionals

Ticketed Event #296

Price: \$199 mbr/\$299 nmb

In a world where information functions compete, selling skills will help you succeed. This workshop focuses on consultative selling strategies. It discusses the sales processes and gives information professionals a framework for identifying and validating user needs, negotiating, acting on buying signals, and closing the sale of information center services and products.

Presented by: SLA Professional Development Center

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

9:30 AM - 11:00 AM

Vendor Roundtable

Vendors presenting: American Society for Microbiology and Elsevier (Embase) and other vendor(s)TBA.

Presented by: Biomedical & Life Sciences Division, Environment & Resource Management Division

Moderator(s): Susan Kendall, Michigan State University

Sponsor(s): Elsevier Science; American Society for Microbiology, CABI, NetLibrary

INFO-EXPO Events

Sunday, June 6

11:00am - 6:00pm

Networking Reception: 4:00pm - 6:00pm

Monday, June 7

8:00am - 4:00pm

INFO-EXPO Networking: 10:30am - 12:00pm

Tuesday, June 8

10:00am - 5:00pm

INFO-EXPO Networking: 10:30am - 12:00pm

SUNDAY

June 6, 2004

INFO-EXPO Networking Reception

Sunday, June 6
4:00pm - 6:00pm
Located in the Exhibit Hall

10:00 AM - 11:30 AM

PAM-Wide Roundtable

A roundtable discussion of issues relevant to all Physics, Astronomy, and Mathematics librarians.

Presented by: Physics-Astronomy-Mathematics Division

10:30 AM - 12:00 PM

DLEG International Roundtable: The Patriot Act

Ticketed Event #300 Price: \$10.00

Professor Drimmer will speak about the scope of the Patriot Act, its proposed expansion, and the controversy surrounding it.

Presented by: Legal Division

Moderator(s): Martha Foote, Sun Life Assurance Company of Canada; Lawrence Guthrie II, Covington & Burling

Speaker(s): Jonathan Drimmer, Georgetown Law Center

Sci-Tech Newcomers Brunch

All students and newcomers to the Science and Technology Division, as well as current members, are invited to attend. Meet division officers, learn more about the division, and begin networking.

Presented by: Science and Technology Division

Sponsor(s): YPB Library Services

1:00 PM - 4:00 PM

Reputation Management: Use of Text Analytics to Mine and Manage Reputation Analysis

Ticketed Event #335 Price: \$199 mbr/\$299 nmbr

Explore the new world of text analysis software and techniques. Text analytics is the hot new area where analysis of full-text content can help you anticipate potentially damaging news about your organization, anticipate trends, and track competitor actions. Sophisticated text analysis software from IBM and others will illustrate the power of text analysis.

Presented by: SLA Professional Development Center

Speaker(s): Factiva, Factiva Channel Marketing and InfoPro Alliance

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

1:00 PM - 5:00 PM

Communities of Practice and Knowledge Exchange

Ticketed Event #325 Price: \$199 mbr/\$299 nmbr

Leveraging information and managing knowledge within our organizations for strategic advantage is a key role of special librarians today. Learn how information and knowledge professionals can play a key role in their success through information navigation and brokering, the creation of expertise networks, and knowledge access and exchange.

Presented by: SLA Professional Development Center

Speaker(s): Deb Wallace, Sun Life Financial

Quantum 2: Creating Brand Identity

Ticketed Event #310 Price: \$199 mbr/\$299 nmbr

This session covers the "what and why" of creating brand identity, illustrated by case studies and offers how-to's for creating brand identity for an information center. The second half of the sessions focuses on creating effective messages to communicate the key values and benefits of the information center.

Presented by: SLA Professional Development Center

Speaker(s): Betty Jo Hibberd, Dialog, The Information Professional Partner; Cynthia Murphy,

Sponsor(s): Dialog, The Information Professional Partner

SUNDAY

June 6, 2004

1:00 PM - 5:00 PM

Logging for Information and Knowledge Exchange

Ticketed Event #330

Price: \$199 mbr/\$299 nmbr

This workshop covers the fundamentals - what blogs are and how you can use them, what features to look for in a blogging tool-kit, the do's and don'ts of blog publishing, how blogs can make publishing and managing Web content easier, and how to establish a blog "brand."

Presented by: SLA Professional Development Center

Speaker(s): Frank Cervone, University Librarian for Information Technology, Northwestern; Darlene Fitcher, University of Saskatchewan and president, Northern Lights Internet Solutions, Ltd.

Communication Patterns of Engineers

Ticketed Event #305

Price: \$199 mbr/\$299 nmbr

This course will identify how engineers communicate, explain differences in communication among engineering specialties, discuss how their information use affects their work, and reveal how the best engineers use information resources in their work. Trends spanning the past 25 years in engineering-oriented authorship, information seeking, and reading patterns also will be discussed, along with electronic journals.

Presented by: Materials Research & Manufacturing Division

Speaker(s): Donald King, University of Pittsburgh School of Information Sciences; Carol Tenopir, University of Tennessee, School of Information Sciences



Special Libraries Association

Proud Sponsors of the:

Dialog
The Information
Professional Partner

HOT TOPIC
SEMINARS

SPECIAL LIBRARIES ASSOCIATION • 2004 ANNUAL CONFERENCE • JUNE 5 - 10

SUNDAY

June 6, 2004

1:00 PM - 5:00 PM

PatInformatics

Ticketed Event #320

Price: \$199 mbr/\$299 nibr

Participants will learn about the initiation of a patent analysis function at a Fortune 25 company and discover the nuances of pat-informatics - a term coined to encompass the breadth and depth of available patent analysis methods. These lessons will be demonstrated through the use of pertinent examples, case studies, and group participation exercises.

Presented by: Pharmaceutical & Health Technology Division

Speaker(s): Anthony Trippe, Chemical Abstracts Service

Sponsor(s): American Chemical Society

Chemical Information Sources, Requests, and References

Ticketed Event #315

Price: \$199 mbr/\$299 nibr

This course teaches the types of questions that chemical researchers present to an information specialist and reference sources that can be used to answer them. Among other things, the course will cover the types of reference sources in the chemical sciences, their access points, and the questions they are best equipped to handle.

Presented by: Chemistry Division

Speaker(s): Bartow Culp; Judith Currano; Dana Roth

The Accidental Archivist

Ticketed Event #331

Price: \$199 mbr/\$299 nibr

This course is designed as a starting point for those corporate librarians (with a demonstration case from a newspaper), who are tasked with creating, managing or providing oversight for corporate archives or unorganized collections archival materials of special commercial or historical interest to the parent organization. The course is designed to train special librarians to establish and manage corporate archives effectively and efficiently as a minor but important addition to their libraries and information centers, and to create opportunities to easily collect materials which will become valuable to the organization at a later date. The course will also examine archival issues related to archiving news products such as bound volumes, microfilm and PDFs.

Presented by: News Division

Speaker(s): Vincent Golden, Newspaper and Periodicals, American Antiquarian Society; Robert H. Janson, *Minneapolis Star Tribune*; Carrie Christoffersen, Newseum

1:30 PM - 3:00 PM

Publisher/Librarian Archiving Initiatives

Come hear how librarians and publishers, working together, can help solve the sticky issues of long-term access to electronic materials. Vicky Reich, director of LOCKSS (Lots of Copies Keeps Stuff Safe) will talk about the status of the project, and a publisher and a library representative will explain the advantages of the arrangement for their constituencies.

Presented by: Physics-Astronomy-Mathematics Division, Science-Technology Division

Sponsor(s): IEEE, Swets Information Services

DLEG Corporate Librarians in Legal Settings Roundtable: What's in Your Job Description?

What's in your job description? The responsibilities of a corporate librarian in a legal setting can vary greatly from firm to firm. Come share and compare with your peers on the scope of the job. Learn about new services being offered and what areas of research are most "in demand."

Presented by: Legal Division

Moderator(s): Jill Gray, Dewey Ballantine LLP

Speaker(s): Agnes Mattis, Skadden Arps Slate Meagher & Flom; Bonnie Fox Schwartz, Weil Gotshal & Manges LLP

3:00 PM - 4:30 PM

DLEG County, Courts, and Province/State Roundtable

Topic for discussion to be determined.

Presented by: Legal Division