

# WEDNESDAY

## June 9, 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.

#### B&F Division Investment Services Breakfast

Ticketed Event #605 Price: \$15.00

Join your colleagues for breakfast with a panel and discussion on current issues.

Presented by: Business & Finance Division  
Moderator(s): Rita Ormsby, Baruch College

#### Researching the Law from the Newsroom

A survey of the legal research process including tracking cases through the courts and legislation through the Congress.

Presented by: News Division  
Speaker(s): Leanne Battle, LexisNexis



#### SLA Tech Zone: Ensuring the Optimum Experience

Ticketed Event #601 Price: \$35.00

Learn how to evaluate applications and make product selections based on an end-user perspective. Attendees will go through series of exercises that will help them determine which applications offer the most intuitive user interfaces.

Presented by: SLA Technology Services  
Sponsor(s): Factiva, a Dow Jones and Reuters Company

### 9:00 AM - 11:00 AM

#### Closing General Session and Annual Business Meeting

The closing session will feature Mr. 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. The annual business meeting will take place after the general session.

Presented by: Special Libraries Association



### 11:30 AM - 12:45 PM

#### SLA Unit Business Luncheon 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.

#### Manufacturing Session

Details will be finalized shortly.

Presented by: Materials Research & Manufacturing Division

#### Cultivating Your Marketplace

Follow Chris Olson as she uses a hypothetical ad agency setting to go through the process of identifying and then leveraging opportunities aimed at building an information service beyond the traditional scope. Ideas, examples, and unconventional approaches are sure to be raised, making this session attractive for information professionals working in all types of organizations.

Presented by: Advertising & Marketing Division  
Speaker(s): Chris Olson, Chris Olson & Associates

#### So You Want to Offer GIS Services...

This session covers how to set up Geographic Information Systems (GIS) services in your library. Librarians with direct experience will discuss the best ways to go about offering these services and the pitfalls to avoid. Learn about planning for GIS services, the equipment and software needed, training, and how to work with users.

Presented by: Geography & Map Section, Social Science Division  
Speaker(s): Jim Gillispie, Johns Hopkins University; Anita Oser, Western Carolina University; Linda Zellmer, Indiana University

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## TOURS

Tickets for Thursday Tours must be purchased seperately. See form on page 52 for additional information.

### 11:30 AM - 12:45 PM

#### Eat Your Fish and Have it Too

Ticketed Event #620

Price: \$5.00

Enjoy a boxed lunch and learn about issues and challenges surrounding sustainable fisheries. Dr. Charles Kennel, member of the Pew Oceans Commission, discusses the "Ocean Blues" currently faced by a number of fisheries, and Dr. Phil Belotti will describe the over-exploitation of paddlefish roe as a substitute for caviar.

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

Moderator(s): Barbara Butler, Environment & Resource Management Division

Speaker(s): Phillip Bettoli, Tennessee Tech University; Charles Kennel, Scripps Institution of Oceanography

### 11:30 AM - 12:45 PM

#### Biomedical Literature Full Text

HighWire Press hosts the largest repository of free, full-text science articles in the world, including nearly half of the 200 most frequently cited journals in science. Learn about HighWire Press and how certain features of its Web site may be used to help improve your own searching of biomedical literature.

Presented by: Pharmaceutical & Health Technology Division

Speaker(s): Bonnie Zavon, HighWire Press

#### Historical/Obsolete Standards: What, Why, Where, and How!

A look at historical/obsolete standards: what they are, why are they still being sought after, and how and where to find them! This is a fascinating topic to all of us who have spent hours tracking down these standards. Listen to practitioners and vendors as they assist us with this challenging task!

Presented by: Engineering Division, Petroleum & Energy Resources Division, Science-Technology Division

Moderator(s): Randy Reichardt, Cameron Library, University of Alberta

Speaker(s): Claudia Bach, Document Center; Kyle Feldman, ILI; Jean Piety, Cleveland Public Library

#### Gray/Grey Literature

According to the U.S. Interagency Gray Literature Working Group, gray literature is "foreign or domestic open source material that usually is available through specialized channels and may not enter normal channels or systems of publication, distribution, bibliographic control, or acquisition by booksellers or subscription agents." Do you have challenges in managing/obtaining gray literature?

Presented by: Transportation Division

Speaker(s): Fay Hjartarson, National Library and Archives of Canada; Bonnie Osif, Penn State University; Dominic Farace, Grey Literature Network Service



#### SLA Tech Zone: Multimedia the Easy Way

Ticketed Event #625

Price: \$35.00

Create high-quality multimedia content easily without any programming knowledge. Learn how to capture tutorials and demonstrations in Windows Media File and Flash formats using Camtasia Studio, a suite of software tools that enables you to record, edit and publish video presentations. This session will also explore the issues surrounding video standards and strategies for deploying your multimedia presentations. Attendees will have the opportunity to work on a short multimedia project.

Sponsored by: SLA Technology Services

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

#### Microfilm Digitization: Is the World Ready for This?

The idea of microfilm digitization is very appealing. But is the current technology capable of supporting the product you want? What is the tradeoff between functionality and cost? Is there any sort of standardization? A talk with three researchers who are in various stages of microfilm digitization.

Presented by: News Division

Moderator(s): Michael Knoop, *San Antonio Express-News*

Speaker(s): Barry Arthur, *Arkansas Democrat-Gazette*; Jody Habayeb, *Tampa Tribune*; Linda Lynn, *Daily Oklahoman*

# WEDNESDAY

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## 11:30 AM - 12:45 PM

### Business Research for "Non-Business" Librarians (Part 1 of 2)

Special librarians in all subject areas may have opportunities to assist their organization in various aspects of its mission, including business and financial issues. This session is aimed at the experienced librarian whose subject specialty is not business or finance. It covers, in laymen's terms, current and essential business and financial information.

*THIS IS THE FIRST OF A TWO-PART SESSION. IF YOU WISH TO JOIN US FOR LUNCH BETWEEN THE SESSIONS, YOU MUST PURCHASE A TICKET FOR "LEGAL RESEARCH FOR NON-LAW LIBRARIANS" at 1:15 PM.*

Presented by: Business & Finance Division, Legal Division

### You, Inc.!

Panel presentation.

Presented by: Business & Finance Division

Speaker(s): Mary Ellen Bates, Bates Information Services; Suzanne Sabroski, Sabroski & Associates

## 1:15 PM - 2:30 PM

### Legal Research for Non-Law Librarians (Part 2 of 2)

Ticketed Event #615

Price: \$10.00

THIS IS THE SECOND PART OF A TWO-PART SESSION - PART ONE IS BUSINESS RESEARCH FOR NON-CORPORATE LIBRARIANS. IF YOU WISH TO JOIN US FOR LUNCH BETWEEN THE SESSIONS, YOU MUST PURCHASE A TICKET FOR THIS EVENT. Those without a ticket may attend the session only without the lunch.

This session explains the fundamentals of legal research. It will provide a brief introduction to the United States legal system, with an overview of essential print and Web-based resources. You will be introduced to the primary and secondary sources of legal information that you may be called upon to find in your daily work.

Presented by: Legal Division, Business & Finance Division

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

Speaker(s): Robyn Rebollo, Thomson West

### Is the Thinking Back in Linking? An Update on the Open URL

Learn from those creating systems, publishers implementing the standards, and those creating the standards. Each will present the opportunities and challenges from their own perspective, the current status of linking, and how it will affect their customers. Learn how your job will be easier with the implementation of linked resources and how to use them.

Presented by: Information Technology Division

Moderator(s): Marjorie Hlava, Access Innovations, Inc.

Speaker(s): Matt Dunie, CSA, Inc.; Tony Hammond, Elsevier; Oliver Pesch, EBSCO, Inc.; Herbert Van de Sompel, Los Alamos National Laboratories

**Sponsor(s): EBSCO, Inc.**

### Engineering Databases for the Small/Solo Library: A Look at What Is STILL Available!

With the rapid technology change, databases "near and dear to our hearts" are also changing. This session examines what is being offered to those of us in small/solo libraries that do not have the budgets to afford huge databases. Speakers will discuss the options and what they see happening in the future!

Presented by: Engineering Division, Aerospace Section of DENG, Solo Librarians Division

Moderator(s): Cheryl Hansen, Engineering Systems

Speaker(s): Heidi Porth, Thomson DIALOG

### Insurance Resources on the Internet

Sharon Smith and Rachel Kolsky from AIG discuss how they harness free and fee-based resources, incorporating them into their internal R&D content management and delivery solutions. Yan Hong, reference librarian at the University of Connecticut Law School, shares her knowledge of Web research sources on insurance law and regulation.

Presented by: Insurance & Employee Benefits Division

Speaker(s): Yan Hong, School of Law, University of Connecticut; Rachel Kolsky, AIG; Sharon Smith, AIG

# WEDNESDAY

*June 9, 2004*

## 1:15 PM - 2:30 PM

### Spotlight: The Best Social Science Websites (Part 2)

Find out what social sciences are as we continue to explore the many branches of this field. This year we are moving on to three new subjects of interest: geography, demography, and immigration. Learn from social science experts as they share their favorite sources on the Web.

Presented by: Social Science Division

Moderator(s): Liz Green, The William and Flora Hewlett Foundation

Speaker(s): Kelly Blessinger, Louisiana State University - Middleton Library; Elana Broch, Princeton University; Zuali Malsawma, Population Reference Bureau

Sponsor(s): Sage

### Biomedical Literature Full Text

Presented by: Pharmaceutical & Health Technology Division

Speaker(s): Marc Light, Ohio State University

### Measurement Models

Panel Discussion

Presented by: Leadership and Management Division

Speaker(s): Anne Caputo, Factiva

### Market Research: Primary Issues Behind Secondary Sources

This presentation will provide insight into primary research, beginning with an overview of its various stages, from data gathering through processing and analysis to data presentation. Presenters will share advice on evaluating the sources depending on methodologies used and avoiding potential pitfalls in case market research findings get misconstrued and/or misused.

Presented by: Business & Finance Division

Speaker(s): Alexey Panchenko, Gartner Custom Research

### Extreme Searching

Looking for Web search tricks that will wow the newsroom? Trying to fine-tune your knowledge of searching on the Web? Come hear the expert talk about what's new and share tips and tricks that you can use.

Presented by: News Division

Speaker(s): Gary Price

### Where's the Librarian

A complementary program to the presenter's "You Don't Look Like a Librarian!" (SLA 2002). Survey results of a patron survey will be discussed. The program will answer questions related to patrons' understanding of the role of librarians and libraries in their information-seeking behavior.

Presented by: Physics-Astronomy-Mathematics Division

### Advertising Agency Library Portals

Managing resources across a global agency network is a complicated endeavor. A panel presentation and moderator-led Q&A will address information technology, copyright, contractual restrictions, content integration, culture, and other issues as they relate to information sharing via a library portal.

Presented by: Advertising & Marketing Division

Moderator(s): Robin Feuerstein, The Interpublic Group of Companies

Speaker(s): Stephen Fleming, Young and Rubicam; Scott Jenkins, Leo Burnett USA, Inc.; Doug Buffo, Leo Burnett USA, Inc.; Velda Ruddock, TBWA Chiat/Day

### Winners' Circle of Best Science Websites

Members of DCHE, DBIO, DERM, and DST will highlight the best new or recently revised Web sites in their respective divisional subject areas.

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

# WEDNESDAY

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## 1:15 PM - 2:30 PM



### SLA Tech Zone: Ensuring the Optimum User Experience

Ticketed Event #635

Price: \$35.00

Learn how to evaluate applications and make product selections based on an end-user perspective. Attendees will go through series of exercises that will help them determine which applications offer the most intuitive user interfaces.

Presented by: SLA Technology Services

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

## 3:00 PM - 4:15 PM

### Computer Science Roundtable

Topics of interest to computer science librarians and those who provide information to computer scientists.

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

Sponsor(s): IEEE

## INFO-EXPO

### Networking Reception

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

### Graphics Research - Tips, Tricks, and Troubles

Find out how to make graphic research a little easier. Learn from people who do tremendous amounts of graphic research. Hear about how one library is attempting to deal with this new responsibility. We will discuss workflow problems and offer solutions.

Presented by: News Division

Moderator(s): Lynne Palombo, *The Oregonian*

Speaker(s): Jeanette Brown, *USA Today*; Michael Knoop, *San Antonio Express-News*; Susie Hoffman, Associated Press

### The Completely Virtual Business Library

The aim of virtual reference is to form seemingly live Internet connections with customers who need information. Panelists highlight some companies that provide virtual reference services, and they offer insight into current services and techniques that are helping such companies achieve rapid results.

Presented by: Business & Finance Division

Moderator(s): Robert Clarke, McGill University

Speaker(s): Maura Barrett, University of Chicago; Rolla Haddad, McGill University; Doris Jui, University of Miami

### The Three-Week Need

Consulting firms, small and large, need access to the same resources as their big pharmaceutical clients, but the actual uses vary. This presentation will explore the differences. Two information professionals based within consulting firms will discuss how they use pharmaceutical information resources to support the work of their organizations.

Presented by: Pharmaceutical & Health Technology Division

Speaker(s): Tara Breton, Health Advances LLC; Andrea Thomas, Ernst & Young

### It Takes a Global Village: International Education Websites

Hear about exciting initiatives in international education. Learn about programs to improve public education worldwide, the best student exchange programs, promotion of students' rights to learning and access, support for better working conditions for teachers, and opportunities for teachers and others to teach and work in different countries.

Presented by: Social Science Division, Education Division

Moderator(s): Sheila M. McGarr, U.S. Government Printing Office

Speaker(s): Stephen Hunt, U.S. Department of Education; Carole Sund, National Education Association (NEA); Ann R. Sweeney, European Union - European Commission Delegation

Sponsor(s): Thomson/ISI

### Preserving Appalachian Culture through Digitization

Unique special collections of Appalachian culture are being digitized and shared online, using OCLC's CONTENTdm Digital Collection Management Software. Dianne Schaefer, project manager for the Appalachian College Association, will review selection and management of materials, metadata description, and use of the collections.

Presented by: Museums, Arts & Humanities Division

Moderator(s): Martha McPhail, San Diego State University

Speaker(s): Dianne Schaefer, Appalachian College Association

# WEDNESDAY

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## 3:00 PM - 4:15 PM

### Practical Knowledge Management in the Law Firm: Initiatives in Action

Knowledge management buzzes hot and cold in law firms. How do law librarians fit into the scheme of things within the firm hierarchy? This session provides two different actual scenarios of how activities of law librarians benefit the overall knowledge management objectives of the firm.

Presented by: Legal Division

Moderator(s): Catherine Sanders-Reach, American Bar Association

Speaker(s): Nina Platt, Faegre & Benson, LLP; Nola Vanhoy, Kutak Rock LLP

## 4:30 PM - 5:45 PM

### Proving Your Value

Panelists discuss ways to demonstrate the value of information services in the newsroom.

Presented by: News Division

Moderator(s): Laura Soto-Barra, *The Post-Standard*

Speaker(s): Stephen Abram, Micromedia ProQuest; Kathy Foley, *San Antonio Express-News*; Chris Hardesty, *Newsday*

### 60 Sites in 60 Minutes

Genie and Jenny once again provide us with amusing, astonishing, whimsical, and, most of all, useful Web sites.

Presented by: Legal Division

Speaker(s): Jenny Kanji, LexisNexis; Genie Tyburski, Ballard Spahr Andrews & Ingersoll, LLP

### Contributed Papers Session

Speaker(s): Arden Matheson, Business Library, Haskayne School of Business, University of Calgary; Dr. Kimiz Dalkir and Mary Keller, McGill University, Graduate School of Library and Information Studies; Carol DeAngelo, Ruth H. Hooker Research Library, NRL; Steve Bromberg, Public Library of Cincinnati and Hamilton County



### 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.

# Closing General Session Featuring Mr. Bill Ivey

Wednesday, June 9, 2004  
9:00am

Sponsored by: Factiva