This Year’s Conference Theme:
Strategic Focus & Value
for Library Communities

INTERNET@SCHOOLS TRACK
March 21-22
We are pleased to present the 26th annual Computers in Libraries—the most comprehensive North American conference and exhibition on all aspects of library and information delivery technology. Although the tools and technology available to libraries and information services have changed over the years, the excellent quality and range of both topics and speakers at Computers in Libraries 2011 remain the same.
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<th>Time</th>
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<tr>
<td>9:45 a.m.</td>
<td>WELCOME &amp; OPENING KEYNOTE</td>
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<td>10:30 a.m.</td>
<td>COFFEE BREAK, TRACK A: International Ballroom Center</td>
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<td>10:30 a.m.</td>
<td>INFORMATION DISCOVERY &amp; SEARCH</td>
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All conference sessions are located on the Concourse Level.

The Exhibit Hall is located one level above on the Terrace Level.

Monday, March 21

COFFEE BREAK ● In the Exhibit Hall

TRACK D ● Lincoln
MARKETING & MEASURING
Promoting With Web 2.0
Measuring the Soft Stuff

TRACK E ● Jefferson
INTERNET@SCHOOLS
Collections for Today & Tomorrow: How "e" to Be
Ebooks Go to School: Limitations and Possibilities for Instruction and Leisure Reading

LUNCH BREAK ● A Chance to Visit the Exhibits

TRACK D ● Lincoln
Demonstrating the Impact of Public Access Technology

TRACK E ● Jefferson
In the Trenches—Adaptive Strategies to Teaching With LibGuides
Marketing Strategies for Your School Library—Create a Brand and Control Your Image

COFFEE BREAK ● In the Exhibit Hall

TRACK D ● Lincoln
Innovative Marketing Tools and Strategies
Performance Measures: Illustrating Value to Your Community

TRACK E ● Jefferson
The Author Visit: From On-Site Appearance to Online Chat With Teachers and Students

NETWORKING RECEPTION ● In the Exhibit Hall ● Sponsored by ProQuest

Tuesday, March 22

COFFEE BREAK ● In the Exhibit Hall

TRACK D ● Lincoln
ENTERPRISE TRENDS & PRACTICES
Reinventing the Corporate Library
Organizational Intelligence & Raising Your Value

TRACK E ● Jefferson
INTERNET@SCHOOLS
Kids Doing Research Right
A Homework Help Site That Meets Teens Where They “Live”

LUNCH BREAK ● A Chance to Visit the Exhibits

TRACK D ● Lincoln
New Alignments, Structures, & Services
Mobile Programs for the Enterprise

TRACK E ● Jefferson
Merging Literature and Web 2.0
Graphic Language (Arts!) in the Library

COFFEE BREAK ● In the Exhibit Hall

TRACK D ● Lincoln
Successful Multigenerational Collaboration Strategies

TRACK E ● Jefferson
Best of the Web 2.0 for Teaching and Learning

TUESDAY EVENING SESSION ● International Ballroom East

Wednesday, March 23

COFFEE BREAK ● In the Exhibit Hall

TRACK D ● Lincoln
CONTENT MANAGEMENT & PRESERVATION
Digital Preservation Strategies: Value Through Longevity
Libraries in the Semantic Web

TRACK E ● Jefferson
TRAINING & LEARNING
Face-to-Face? Avatars & Facebook for Learning
Creating 21st-Century Information-Literacy Programs

LUNCH BREAK ● A Chance to Visit the Exhibits

TRACK D ● Lincoln
Repositories: Strategies & Practices
Collecting & Preserving User-Generated Content
Building Digital Collections While Saving Deteriorating Microforms

TRACK E ● Jefferson
Podcasting & Tools: Endless Opportunities!
Learning Virtually: 23 Things & Counting
Transliteracies: Libraries as the Critical “Classroom”

TUESDAY EVENING SESSION

Thursday, March 24

COFFEE BREAK ● In the Exhibit Hall

TRACK D ● Lincoln
COLLABORATION & Creek KNOWLEDGE
Building Better Learning Communities Across Library Collections

TRACK E ● Jefferson
TRAINING & LEARNING
Learning Newly: Gamification & The Future of Library Science

LUNCH BREAK ● A Chance to Visit the Exhibits

TRACK D ● Lincoln
Eighth Annual African American Librarians Conference

TRACK E ● Jefferson
TRAINING & LEARNING
Creating the Library of Tomorrow: Preparing for the Next Generation

Friday, March 25

COFFEE BREAK ● In the Exhibit Hall

TRACK D ● Lincoln
ARTSCIENCE
Digital Storytelling and the Library

TRACK E ● Jefferson
TRAINING & LEARNING
Best of the Web 2.0 for Teaching and Learning

LUNCH BREAK ● A Chance to Visit the Exhibits

TRACK D ● Lincoln
A Conversation with the Library of Congress

TRACK E ● Jefferson
TRAINING & LEARNING
Best of the Web 2.0 for Teaching and Learning

All Keynotes will be held in the International Ballroom Center.

EXHIBIT HOURS

Monday, March 21  . . . . . . . . . .9:45 a.m. – 5:45 p.m.
Tuesday, March 22  . . . . . . . . . .9:45 a.m. – 4:00 p.m.
Wednesday, March 23 . . . . . . . . . .9:45 a.m. – 1:30 p.m
FULL DAY WORKSHOPS • 9:00 a.m. – 4:30 p.m.

W1 • Searchers Academy
Mary Ellen Bates, Owner, Bates Information Services, Inc.
Ran Hock, Online Strategies
Greg Notess, Reference Librarian, Montana State University, & Publisher, Search Engin Showdown
Marcy Phelps, Phelps Research & President, Association of Independent Information Professionals (AlIP)
Gary Price, Publisher, ResourceShelf

Want to sharpen your web search skills? Find information in the real-time collaborative and social web? Learn from the experts? Join search veterans, speakers, and authors to learn the latest strategies and techniques for searching online. This fast-paced, newly updated, day-long event allows you to interact with the experts, who share their searching secrets and expertise as they focus on the most-current practices in the field of web research. There's always something new to be learned from these leading-edge panelists. Participants should have basic experience with web searching, but even searchers with an extensive searching background will find tips to polish and advance their skills and will come away with new resources and tools. Academy topics include the following:

- Hidden Tools & Features of the Major Search Engines: Learn about the new and little-known search features of the Big Three.
- Desert Island Databases: What online resources would you consider essential if you were stranded on a desert island?
- Cost-Effective Searching: Online strategies/practices for tough times to get the most for your search dollar and your time.
- Searching the Social Web: Find out how to tap into the social web to glean intelligence
- Subject Search Round-Up: Hear from experts on the specific tools and resources for searching in a variety of specialized topics

W2 • Web Managers Academy 3.0: Seamless Websites & Expanded Presence
Darlene Fichter, Research Services Librarian, University of Saskatchewan
Jeff Wisniewski, Web Services Librarian, University of Pittsburgh
Marshall Breeding, Director for Innovative Technologies and Research, Vanderbilt University Library Technology Guides
Frank Cervone, Vice Chancellor for Information Services, Purdue University Calumet

User expectations of what a good website is and does are higher than ever. Users expect high-quality information and services to be available to them whenever and wherever they are, be it via their desktop, mobile device, or via social media channels. Administrators are increasingly seeking both qualitative and quantitative data from libraries to justify expenditures and focus. How can library web managers satisfy all of these demands? This workshop explores ways to take your website to the next level, turning it from a menu that leads users into a disjointed set of content repositories and services, to a unified service delivery platform which creates, deploys, and repurposes high-impact content and uses analytics to identify “friction points” on any website and in social media channels. Learn to deliver content and services to users beyond the library website through other channels like mobile and social media. Get tips, techniques, and strategies to help create a seamless and “frictionless” web experience. Learn to create, deliver and repurpose high-impact content. Know how to evaluate and measure the strengths and weaknesses of your website and social media and be prepared to positively face off with both users and stakeholders!

MORNING WORKSHOPS • 9:00 a.m. – 12:00 p.m.

W3 • Handheld Librarians’ Mobile Tech Tutorial
Joe Murphy, Science Librarian, Coordinator of Instruction & Technology, Yale University
Chad Mains, Information Services Librarian, St. Petersurg College

This interactive and hands-on workshop provides a complete overview of mobile technologies, discusses the concept of the mobile revolution, and shares the potential applications to libraries. This tailored learning experience includes expert guest speaker presentations ideas originally shared at the online Handheld Librarian conferences. The workshop outlines the major mobile technologies available for libraries and exact methods for applying them with strategies for success. It focuses on interactive discussions enhanced by the mobile tools themselves and features immersive hands-on learning and playing to deliver specific take-aways that attendees can immediately apply to their libraries. Bring your laptop/NOTEBOOK/mobile device/tablet!

V4 • Designing Digital Spaces for Positive User Experiences: UX4Lib
Sarah Houghton-Jan, Assistant Director, San Rafael Public Library
Aaron Schmidt, Digital Initiatives Librarian, District of Columbia Public Library
Nate Hill, Web Librarian, San Jose Public Library

Learn how and why to create positive user experiences in your interactive digital spaces. Work with two experts in library web design and user experience design to learn some tips, tricks, and best practices that you can implement immediately. Discover best practices for designing interactive digital spaces: websites, catalogs, mobile devices, and even managing web presences we have little control over (like database interfaces, ebook interfaces, and social media sites). Come and learn to do the following: improve the overall usability of your digital spaces; design to meet user needs and goals as well as your own organizational objectives; improve the elegance and beauty of your designs; reduce the number of steps users must take to meet their objectives; reduce excessive features that do not meet user needs; and create manageable project plans to implement user experience design at your library.

W5 • Moving to Management
Rebecca Jones, Partner, Dysart & Jones Associates

Being an effective manager or supervisor and team builder is both incredibly challenging and rewarding. From the time you accept the new position, you need to adopt new thinking, skills, and approaches. This interactive workshop, invites you to work on these approaches and skills, becoming a pro by focusing on the P’s: priorities, politics and planning; the R’s: responsibilities and respecting perspectives; and the O’s: open communication and overseeing without overwhelming. This workshop is also useful in preparing those who want to move up to management. It illustrates all those good practices necessary to become a good manager.

W6 • HTML5 & CSS3: New Markup & Styles for the Emerging Web
Jason A. Clark, Digital Initiatives Librarian, Head of Digital Access and Web Services, Montana State University Libraries

HTML5 and CSS3 have been released and are changing the way web developers work with geolocation, native video, offline storage, semantic markup elements, canvas elements, drag and drop, opacity, gradients, and more. With wide support in mobile browsers and the latest browser releases from Google and Firefox, HTML5 and CSS3 are poised to be the new technologies to build the next version of the web. Clark, who builds digital library applications and sets digital content strategy, looks at some of the possibilities, trends, and enhancements that HTML5 and CSS3 enable, talks through specifics of implementation and how you can get started using HTML5 and CSS3 in your apps today, suggests ideas for library applications, and shares tips and techniques for using the full power of these new tools.

W7 • Library Mashups: Exploring New Ways to Deliver Library Data
Nicole C. Engard, Editor, & Brian Herzog, Chapter Author, Library Mashups: Exploring New Ways to Deliver Library Data

This workshop explains what mashups are, how they can be used, and shares examples from libraries around the world. In the first half of this workshop, attendees will learn about some of the tools to use to mash up library data with content from the web to reach more patrons. Examples include using maps to enhance library data, using Flickr for digital collections, and creating library websites with data from several information sources. After learning the basics and seeing examples from other libraries around the world, attendees will have a chance to create a website pulling data from several sources on the web. After attending this talk, librarians will be able to define what a mashup is and identify mashups on library sites and the web; find tools and APIs to gather data for their own library sites; and pull data from other sites into a website.
PRECONFERENCE WORKSHOPS ● Sunday, March 20

W8 ● Games & Simulations to Energize Training & Teaching
Scott Nicholson, Associate Professor, Syracuse University School of Information Studies, author of Everyone Plays at the Library, & Designer of Tulipmania 1637, a board game published by JKLM games
Jim DeRosso, Web & Digital Projects Manager, Cornell University

If designed well, games can be a motivating tool to teach and to entertain. One of the challenges of being an instructor is avoiding the traps of presenting slide after slide from a PowerPoint presentation or demonstrating the same tired searches while attendees look on, bleary-eyed. This workshop shows a wide variety of activities to get students energized and engaged. Come with an open mind and willingness to participate as this workshop is run in the style of the NASAGA (North American Simulation and Gaming Association) conference: low on PowerPoint and high on engagement. Participate in Jolts, Icebreakers, Roleplays, and Simulations; debrief what happened in each; and explore how these might be applied in different training and teaching situations.

W9 ● Copyright Compliance: It’s Easier Than You Think
D. Scott Brandt, Associate Dean, Research, Purdue University Libraries
Lesley Ellen Harris, Educator, Lawyer, & Author, Licensing Digital Content: A Practical Guide for Librarians

Content: A Practical Guide for Librarians

W10 ● Copyright Compliance: It’s Easier Than You Think
Lesley Ellen Harris, Educator, Lawyer, & Author, Licensing Digital Content: A Practical Guide for Librarians

Aimed at librarians and information managers who are trying to educate others about what copyright means when using content in all forms, this workshop examines various examples of copyright education. It provides others about what copyright means when using content in all forms, this workshop examines various examples of copyright education. It provides examples of how to use the legal framework of copyright to align policies, programs, and staff and patron training that will improve outcomes for patrons.

W11 ● Engaging Your Community With QR Codes
David Lee King, Digital Branch & Services Manager, Topeka & Shawnee County Public Library
Joe Murphy, Science Librarian, Coordinator of Instruction & Technology, Yale University Library

QR codes are emerging as a mobile technology to bridge the digital and physical worlds. This workshop covers the basics of QR codes—what they are, how to make them, how to use them, what resources are necessary, etc. It then moves onto creative ways communities are using them to engage their audience within and beyond libraries—scavenger hunts through town, learning to use the academic library, marketing, and information delivery. It covers the new opportunities for libraries that QR codes represent: expanding concepts of resource discovery, facilitating patron use of mobile devices to connect with the library and its resources, and renewing/re-imagining uses of library space. Join our active QR guru and learn everything you need to know about QR codes and libraries: their applications, the practical steps and concerns, and the technical aspects of leveraging this exciting new technology.

W12 ● Screencasting: Tips & Tricks for Fast & Easy Online Tutorials
Greg Notess, Reference Team Leader, Montana State University

Online tutorials can be extremely time-intensive to create. Screencasts offer quicker ways to create informative tutorials that demonstrate online library resources or anything else on the web or your desktop. New tools make it quick and easy to create screencasts and host them online. Explore using free and fee software such as Jing, Camtasia Studio, and website services to quickly create online tutorials for your users. Compare hosting options at Screencast.com, YouTube, Blip.TV, or Freescreen Cast. In addition to gathering proven tips, techniques, and tricks to quick screencast creation, see examples of advanced editing features such as call-outs, transitions, zooming, and highlights. Bring your own laptop to check out sites that are discussed. Show and tell the easy way!

W13 ● Public Computers: Policies & Programs to Improve Patron Outcomes
Mike Crandall, Senior Lecturer & Samantha Becker, Research Project Manager, University of Washington Information School

A recent report from the University of Washington Information School showed that nearly one-third of Americans older than the age of 14 accessed the internet at their public library in the past year. In hundreds of media items that followed the report’s release, the nation learned that those 77 million people are using these public computers for making social connections, job-seeking, doing homework, getting help from the government, and finding health information. Speakers from the U.S. IMPACT study that produced these staggering numbers discuss the practical implications of the data and how your library can better serve its public computer users and help them achieve their goals. They help you develop a better understanding of the needs and pursuits of different types of patrons coming to the library to use the public computers or wireless networks and how library policies and programs affect outcomes for public computer users. Using case study scenarios, participants learn how and why community characteristics impact programmatic and policy decisions for public computing services and how the U.S. IMPACT study can be used to help make better decisions. Take away practical and constructive approaches to align policies, programs, and staff and patron training that will improve outcomes for patrons.

W14 ● Designing Mobile Experiences
Jason Clark, Digital Initiatives Librarian, Head of Digital Access and Web Services, Montana State University Libraries

Continuous access to information is a near reality. Smartphone and mobile devices are the tools that make it all possible. Providing content to these tools and devices presents interesting design and development challenges. Lost connections, limited battery power, smaller screens, touch interfaces—these factors create a new way of thinking about web development and design. This workshop looks at trends in mobile interfaces, mobile sites vs. mobile apps, emerging conventions for mobile design, best practices for mobile development, wizards, tools, and code templates for mobile site development. Come learn how to start creating mobile sites at your library.

W15 ● Practical Open Source Software for Libraries
Nicole Engelhardt, Director, Open Source Education, ByWater Solutions

The commonly accepted definition of open source software is software that is distributed with human readable source code in order to allow the public to make and redistribute copies of the program. Open Source Education is a program from ByWater Solutions that curates and provides training that will improve outcomes for patrons.

Sunday Evening Session
Gaming & Gadgets Petting Zoo
5:30 p.m. – 7:30 p.m.
Join our gamers and gadget lovers for an evening of fun and playing. Bring your latest games and gadgets and try out each other. See if you are a guitar hero, winning Wii bowler/golfer, or rank as a dancing DDR expert. Led by gamer/gadget guru Amy Buckland, McGill University, Scott Nicholson, Author, Everyone Plays at the Library & Aaron Schmidt, DC Public Library, this evening is filled with fun, networking, and of course, learning and laughing. Don’t forget to bring your latest gadgets to share and explore. Refreshments included.

user freedom to run, review, alter, enhance, and modify the code for any purpose. But open source is about so much more than just the code behind the software; it’s about community, collaboration, and innovation. The library community is abuzz about open source software, but many librarians have no idea what open source software actually is or what it means to use the software and participate in the community around open source. This workshop provides the 101 for using open sources in libraries: What will open source mean to our libraries? Why would I choose open source? How do I get started? Do I need more staff? Will the transition be hard? Are there open source applications for my library? Engard provides facts, dispels myths, emphasizes what open source means for libraries, and shares a toolbox of at least 50 freely available open source products to use in your library. Includes demos, discussions, and more.

**W16 • Technology Planning: What’s on Your Horizon?**

Roy Tennant, Senior Program Officer, Research, OCLC Online Computer Library Center, Inc.

If you want to lead the pack, you need to be planning for lots of different technologies, challenges, and issues. Our leading thinker and practitioner challenges you to think about building strategies and plans for both near- and long-term technology challenges and opportunities. In this interactive workshop, Tennant describes a variety of technologies (e.g., mobile computing, electronic books, data visualization, etc.), illustrates how they impact libraries, and supplies library examples where they exist. You’ll leave not only with some tools for planning for technological change, but also with a sense of where things are now and where we are headed.

**POSTCONFERENCE WORKSHOPS • Thursday, March 24**

**W17 • Digital Repositories: Strategies & Techniques**

Amy Buckland, eScholarship, Publishing, & Digitization Coordinator, McGill University Library

Jim DelRosso, Web & Digital Projects Manager, Cornell University

This workshop addresses key issues surrounding the creation, maintenance, and cultivation of digital repositories. Drawing on the latest literature, case studies, and personal experiences, speakers lead a discussion covering planning the digital repository, selecting a methodology for its establishment, populating it with content, marketing it to the library’s constituencies, and meeting the various challenges and questions along the way. Share your own experiences, engage in group discussions regarding how to get the most of a digital repository, and leave with lots of ideas and strategies for dealing with digital repositories.

**W18 • Paper Trails: Digging Into Public Records**

Anne Mintz, Independent Information Professional, DeskSet Intelligence, & Author, Web of Deception

On the internet, nobody knows you’re a dog. Is that really true? Everyone leaves a paper trail, but it’s not the same trail for everyone, nor is it equal- ly available. This workshop demonstrates the paper trails, documentation, and records left by people and organizations. It provides guidance on staying current with the shifting environments of public records access, an engagement with the information you present. It covers everything from how to increase the efficacy of your slides, images, multimedia and design down to concerns people have about how they look and sound when speaking to a group. Seasoned speakers and folks just starting out are all encouraged to attend and join in this practical, interesting, and engaging workshop. Veteran presenters (and audience members) provide tips and tools for making your presentation successful.

**W22 • Analyzing Website Usage With Google Analytics**

Jeff Wisniewski, Web Services Librarian, University of Pittsburgh

Darlene Fichter, Research Services Librarian, University of Saskatchewan

This interactive workshop introduces Google Analytics, a powerful, easy-to-use, and free website usage measurement tool. Participants learn how to set up, collect, monitor, and intelligently analyze their website usage data to better understand their users and their sites. Users will leave the session ready to implement Google Analytics on their library site and make use of its powerful visualizations to make informed decisions about their site structure and content.

**PRECONFERENCE WORKSHOPS • Sunday, March 20**

**W19 • Evidence-Based Methods for Library Advocacy**

Frank Cervone, Chancellor, Info Services, Purdue University–Calumet

Making the case for funding library programs and services involves more than just saying something is good or useful. Today, librarians need to be able to prove that programs and services have a positive impact. In this workshop, you will learn how to gather data that will be meaningful to library funders as well as effective techniques for presenting that data. By the end of this hands-on and practical workshop, you will understand how to use basic statistical methods to analyze data, have experience using the tools that can most effectively present that data, and be prepared to make an effective case for funding of library programs and services.

**W20 • What Librarians Need to Know About SharePoint**

Jean Graef, Librarian; Founder, Montague Institute; & Author, Customizing and Governing the SharePoint Search System

SharePoint, Microsoft’s ubiquitous end-user development platform, not only impacts the library’s tools but also its relationship with IT and how its clients interact with information. This workshop gives you an overview of SharePoint’s key features with an emphasis on search, navigation, and metadata. You’ll see why planning is crucial to SharePoint success, look at the pros and cons of technology-based governance, and learn about metrics that go beyond server log analysis. Finally, you’ll learn how librarians can use SharePoint in their everyday work as well as contribute their skills and experience to increase employee productivity in a SharePoint environment.

**W21 • Engaging, Interesting, & Practical Presentations to Capture Your Audience**

Anna Creech, Electronic Resources Librarian, University of Richmond

Amy Buckland, eScholarship, Publishing, & Digitization Coordinator, McGill University Library

Maurice Coleman, Technical Trainer, Harford County Public Library

Cindi Trainer, Coordinator for Library Technology and Data Services, Eastern Kentucky University

We all want our audiences to walk away enlightened and inspired by our presentations, but that isn’t always so easy. Or is it? This workshop discusses and demonstrates a wide variety of very practical tips and tricks you can use to more effectively connect with audiences and help them engage with you and the information you present. It covers everything from how to increase the efficacy of your slides, images, multimedia and design down to concerns people have about how they look and sound when speaking to a group. Seasoned speakers and folks just starting out are all encouraged to attend and join in this practical, interesting, and engaging workshop. Veteran presenters (and audience members) provide tips and tools for making your presentation successful.

**W23 • Practical Program Management Strategies**

Elaina Norlin, Executive Director/Regional Library Manager, B craward County Library

Tiffini Travis, Director, Information Literacy & Outreach, California State University Long Beach

Does your library jump on the latest technology bandwagon but have no idea on how to maintain the new projects after the glow of the newest innovation starts to fade? Many library programs die a slow death due to either lack of long term planning or another more sinister, flashier exciting innovation promises a better faster way of doing things. Keeping up with ever changing technology advancements not only adds to inconsistencies and potential confusion for the current customers, but can be costly in terms of purchasing software and hardware, technology training and staff hours. For most libraries, the thought of strategic planning involves endless meetings and pages of flipchart notes that are rarely referred to or implemented. This workshop shares tips, a template, and practical techniques to start and maintain long term programs, those that can be implemented whether you need to develop a technology or digital project plan or just upgrade an existing service.
AFTERNOON WORKSHOPS  ●  1:30 p.m. – 4:30 p.m.

**W24 ● Social Network Analysis for Librarians**

Frank Cervone, Chancellor, Information Services, Purdue University—Calumet

Social network software is all the rage but how can we use our social networks for practical purposes? In this workshop, you will learn about the science of social networks: what social network analysis (SNA) is, what tools can be used to perform an analysis of a social network, what some practical uses of SNA in libraries are, and how SNA can be used to understand your environment. At the end of this workshop, you’ll be able to use some common social network analysis methods to advocate for various library positions.

**W25 ● SharePoint Action Plan for Libraries: Taxonomies & Search**

Jean Graef, Founder, Montague Institute; & Author, Customizing & Governing the SharePoint Search System

A nuts-and-bolts session for people with some SharePoint familiarity, this workshop illustrates how to configure SharePoint search functions for people and content, create custom search pages, import a hierarchy of terms, and use the Term Store Management Tool. You’ll learn the pros and cons of various content deployment options and how to create document templates with custom metadata elements. Participants look at three strategies for integrating SharePoint with an external metadata repository and how to build a custom web part to display thesaurus relationships on the search results page. This practical workshop, by a librarian and SharePoint expert, provides an action plan for moving ahead with taxonomy and search functions using SharePoint.

**W26 ● Optimizing Your Website: Better Metadata = Better Marketing**

Kathy Dempsey, Owner, Libraries Are Essential Consultancy; Editor, MLS: Marketing Library Services newsletter

JD Thomas, Technical Support Manager, Information Today, Inc.

Join our marketing maven and website guru as they team up to cover a mixture of marketing techniques and technical tactics that will help your website rank higher in search results lists. The best way to keep your pages and services in front of patrons is to make individual elements of your site easy for patrons to share. Metadata and keywords still matter for basic SEO (search engine optimization), but the wave of the future is the Open Graph protocol, which makes each element of your site easier to find and to share. It can help your organization piggyback its marketing efforts on searchers’ own normal inclination to share their online “finds” with their friends. This fun team provides lots of tips, practical techniques, and more for engaging your community through a successful and inviting website.

**W27 ● Facilitation Skills for Info Pros**

Laura Matheson, Manger, Knowledge Management Services, BC Securities Commission

Anne O’Shea, Project Manager, Vancouver Public Library

Make brainstorming, requirements gathering, problem solving, and group communication easier through facilitation. This interactive workshop teaches techniques and exercises to increase the effectiveness of meetings, boost creativity, stimulate problem solving, and encourage collaboration. Taught by two information professionals with formal facilitation training and experience, this workshop provides theory, hands-on practice time, and feedback. Learn techniques to help groups begin working together, exercises for brainstorming and problem solving, pointers for conducting focus groups, and tips to make your meetings run smoothly. This participatory workshop gives attendees the opportunity to try their hand at facilitation in a supportive environment, shares a toolkit of facilitation skills, and creates the confidence to use them. These skills can then be used to understand stakeholder needs and connect with clients, spread information and ideas, create strategic value and align services with strategic priorities, and make tough choices.

**W28 ● Personal Digital Archiving**

Ellyssa Kroski, Emerging Technologies & Web Services Librarian, Barnard College Library

Our lives are digital. Everything from family photographs, music files, video footage, and correspondence to medical records, bookmarks, documents, and even ideas are now available in electronic form. This makes access quick and convenient, but how do we save all of these digital assets for the long term? Most of us have experienced personal data loss at one time or another due to hard drive failure, file corruption, technology obsolescence, or accidental file deletion. What should we be doing right now to safeguard our digital creations? This hands-on session looks at the process of creating and executing an action plan for archiving personal digital assets, deciding what to store, consolidating multiple file versions, and cataloging resources. It explores both local storage media and cloud services as well as institutional and disciplinary repositories. Learn to plan and execute the archiving of your own personal digital assets as well as how to teach your patrons to do this for themselves. Leave with your own personal strategic plan for your personal digital archive, knowledge of how to write personal policies for digital archives, an understanding of the best way to implement and maintain personal digital archives, and how to customize a catalog of digital assets.

**W29 ● Writing for the Wired Web**

Jeff Wisniewski, Web Services Librarian, University of Pittsburgh

Darlene Fichter, Research Services Librarian, University of Saskatchewan

Even with all the podcasts, videos, and Flash tutorials in the world, great library websites need great written content, and writing for the web provides unique opportunities and challenges. Learn to tailor your material to the medium by finding out what usability studies reveal about how people actually read online. This interactive workshop is a must for library website content contributors and webmasters who want to improve their sites and online writing style. It covers what research findings show about formatting content, writing style, typography, and layout for the web. Practice critiquing and revising sample library webpages, and get new insights.

**W20 ● Optimizing Your Website: Better Metadata = Better Marketing**

Kathy Dempsey, Owner, Libraries Are Essential Consultancy; Editor, MLS: Marketing Library Services newsletter

JD Thomas, Technical Support Manager, Information Today, Inc.

Join our marketing maven and website guru as they team up to cover a mixture of marketing techniques and technical tactics that will help your website rank higher in search results lists. The best way to keep your pages and services in front of patrons is to make individual elements of your site easy for patrons to share. Metadata and keywords still matter for basic SEO (search engine optimization), but the wave of the future is the Open Graph protocol, which makes each element of your site easier to find and to share. It can help your organization piggyback its marketing efforts on searchers’ own normal inclination to share their online “finds” with their friends. This fun team provides lots of tips, practical techniques, and more for engaging your community through a successful and inviting website.
GENERAL CONFERENCE • Monday, March 21

WELCOME & OPENING KEYNOTE • 8:45 a.m. – 9:45 a.m. • International Ballroom Center

Google Books: Strategic Focus & Value to Library Communities

James Crawford, Engineering Director, Google Books

The Google Books project has the modest goal of scanning all of the world’s books, converting them to digital form, and making them searchable and accessible. To date, more than 15 million books, containing 5-billion-plus pages and 2 trillion words have been scanned and indexed. However, challenges remain. Google continues to innovate on ranking of book results, display formats for new devices, and improvements in scan quality. The cost of accurately identifying the owner of the digital rights has emerged as an important nontechnical challenge to opening up many millions of out-of-print books. Crawford addresses these challenges and looks at some of the new opportunities arising from the emerging digital books corpus — from social collaboration to linguistic analysis and other new areas that are only beginning to be discovered. He shares the latest on the emerging ebook market, including Google’s entry into selling ebooks and discusses how this forms a key part of Google’s approach to making all books accessible and useful.

COFFEE BREAK • Exhibit Hall Opens
9:45 a.m. – 10:30 a.m.

TRACK A • Information Discovery & Search
International Ballroom Center

Tools, tips, and techniques for online search are the highlight of this track – presented by industry experts and practitioners. Hear what’s new with search engines, search tools and applications, visual and geospatial technologies for illustrating search results in exciting ways, and more.

Moderated by Sarah Houghton-Jan, San Rafael Public Library

A101 • Super Searcher Strategies & Tips
10:30 a.m. – 11:15 a.m.
Mary Ellen Bates, Bates Information Services, Inc.
Our celebrated super searcher and host of Searchers Academy returns with one of the most popular conference sessions to help you turbo-charge your web research. With up-to-the-minute updates and jam-packed-with-valuable-tips, Bates helps you become a super searcher by sharing strategies for more effectively searching the web.

A102 • Search Engine Update
11:30 a.m. – 12:15 p.m.
Greg Notess, Reference Librarian, Montana State University & Publisher, Search Engine Showdown
What’s new in the search engine (SE) world? Notess casts a discerning eye on the SE landscape and shares key changes and new directions, looks at what the future holds, and discusses the implications of these evolving changes for librarians and researchers. Gain solid insights from our experienced searcher and SE watcher.

LUNCH BREAK • A Chance to Visit the Exhibits
12:15 p.m. – 1:30 p.m.

A103 • Search: Quick Tips for Adding Value
1:30 p.m. – 2:30 p.m.
Run Hock, Principal, Online Strategies & Author, The Extreme Searcher’s Guide to Web Search Engines
Gary Price, Publisher, ResourceShelf.com
Marcy Phelpis, President, Phelpis Research
Natasha Bergson-Michelson, Search Education Curriculum Fellow, Google
Tamas Doszkocs, Computer Scientist, National Library of Medicine

This Pecha Kucha-like session features experts and practitioners with lots of tips to share about searching “real-time” material — tracking events, issues, places, brands, jobs, etc., in searchable real-time content such as major news sources, blog postings, forums, image and video postings; getting the best from Bing; top tools for adding value to search and creating products and services for clients; using semantic search; and more.

TRACK B • Web Presence & Experience
International Ballroom East

Get tips, ideas, and insights from our experienced and knowledgeable speakers who cover the range of activities necessary to build a successful web presence. They talk about design, implementation, learning about users, programming, and dreaming about future developments.

Organized and moderated by Darlene Fichter, Univ. of Saskatchewan

B101 • Building Great Websites
10:30 a.m. – 11:15 a.m.
Amanda Etches-Johnson, Head, Discovery & Access, Univ. of Guelph
Aaron Schmidt, Consultant, Influx Library User Experience

This session focuses on making great library websites by examining what makes other websites successful. Expect some important do’s and don’ts and be ready to seek out about things like web forms, web writing, and white space. Our experienced designers will leave you with a list of big and small ideas to make your library’s website easier to use and more engaging.
Let’s face it — we can’t always overhaul our library’s entire website. Sometimes, we just need ways to improve on what we have, due to cost, expertise, or political barriers. There are lots of things you can do with very little to improve your library’s site. Solomon provides some quick and practical ideas about potential ways to polish your site without busting your library’s budget or eating up tons of staff time. Zealnd and company provide a case study of how one medium-sized public library created a large web presence through the seamless integration of a library news blog and social media into the official website, using free web tools — Blogger, Yahoo! Pipes, Facebook, Twitter, and more, creating an active online community for library users, staff, and volunteers.

**LUNCH BREAK**  •  A Chance to Visit the Exhibits
12:15 p.m. – 1:30 p.m.

**B102** ♦ Improve Your Website Now!
11:30 a.m. – 12:15 p.m.
Laura Solomon, Ohio Public Library Information Network (OPLIN)
Alexandra Zealnd, Social Media Coordinator & News Blog Editor; Stacia Aho, Library Webmaster; Jonathan Newton, Library Web Programmer, Arlington Public Library

In this discussion about how to best utilize emerging technologies to reach out to patrons, the LRS has been studying how prevalent these technologies are in libraries, and examining the characteristics of libraries that are adopting them. Our speakers share the findings of the 2010 study, detailing how the landscape has changed since the inaugural research in 2008. Lupien discusses how a library team developed a more user-focused approach to emerging services development by asking students a number of questions designed to guide library priorities and looked at their use of technology, as well as their preferences and online behaviors. Lupien and Oldham share the results of this research, which challenge some of the assumptions made by librarians about Millennials and technology, and highlight the key findings to guide and inform libraries as they establish priorities in developing emerging services.

**COFFEE BREAK**  •  In the Exhibit Hall
2:30 p.m. – 3:15 p.m.

**B103** ♦ Mining Data to Learn About Libraries & Users
1:30 p.m. – 2:30 p.m.
Zeth Lietzau, Manager, Web Information Services/Community Technology Center, Denver Public Library; Jamie Helgren, Research Fellow, Library Research Service (LRS)

In his book, *In Pursuit of Elegance: Why the Best Ideas Have Something Missing*, Matthew May outlines the elements of elegance, a tricky but exquisite combination of four potentially competing concepts — symmetry, subtraction, sustainability, and seduction. Learn more about how this model can advance libraries, encourage staff to think about old problems in new ways, discover elegant solutions to common or not-so-common library and user experience (UX) problems, and be stirred on to create elegantly inspired libraries.

**B104** ♦ In Pursuit of Library Elegance
3:15 p.m. – 4:00 p.m.
Erica Reynolds, Information Technology Manager, Johnson County Library
John Blyberg, Assistant Director for Innovation & UX, Darien Library

In this discussion about how to best utilize emerging technologies to reach out to patrons, the LRS has been studying how prevalent these technologies are in libraries, and examining the characteristics of libraries that are adopting them. Our speakers share the findings of the 2010 study, detailing how the landscape has changed since the inaugural research in 2008. Lupien discusses how a library team developed a more user-focused approach to emerging services development by asking students a number of questions designed to guide library priorities and looked at their use of technology, as well as their preferences and online behaviors. Lupien and Oldham share the results of this research, which challenge some of the assumptions made by librarians about Millennials and technology, and highlight the key findings to guide and inform libraries as they establish priorities in developing emerging services.

**B105** ♦ Drupal: The Basics & More
4:15 p.m. – 5:00 p.m.
Walter Nelson, Manager, Library Systems, RAND Corporation
Melissa Widner, Webmaster, Library Specialist, Jasper County Public Library

Nelson starts with an introduction to Drupal for those who want to know how an open source content management system can work for them. It includes a discussion of what it takes to install and set it up, how it works as a website creation tool, some caveats, and some practical examples. Prior to beginning a Drupal migration, Widner’s library used Engaged Patrons Service to register patrons for events and as an events calendar. Widner describes how her library was able to have the best of both worlds: Drupal and Engaged Patrons Service. She walks participants through the steps to integrate external data sources into Drupal and shows how to filter an RSS feed in both an HTML format using Yahoo! Pipes and a Drupal format using the feeds and views modules to create a dynamic website for patrons.

**RECEPTION**  •  In the Exhibit Hall  •  Sponsored by ProQuest
5:00 p.m. – 5:45 p.m.

**TRACK C** ♦ Communities & Collaboration

**International Ballroom West**

**C010** ♦ Using Partnerships & Collaboration to Deliver Service Value
10:30 a.m. – 11:15 a.m.

The London Libraries Consortium, representing 12 public libraries covering 3 million citizens, was designed to encourage library services to share experiences and developments to create tangible benefits for users and to increase efficiencies in working and procurement for library authorities. Hear their practical tips and techniques for making it work successfully, how their users have responded, how they deal with ebooks and access to broader library systems with one card, and how they use knowledge exchange to continue to partner for innovation and new services.

**C012** ♦ Building Community With Faculty & Suppliers
11:30 a.m. – 12:15 p.m.
Jim DelRosso, Web & Digital Projects Manager, Cornell University
Regina Reynolds, ISSN Coordinator, Library of Congress (LC); Laurie Kaplan, Director, Serials Editorial, Serials Solutions

One of the major obstacles facing digital repositories at academic institutions is getting faculty to contribute their content. Get insights and ideas from one success story, DigitalCommons@ILR, which now holds content from nearly 70% of the faculty at Cornell University’s ILR School, having worked with faculty to capture content that pushes the boundaries of traditional institutional repositories. Hear about their strategies, practices, experiences, and lessons learned. Reynolds and Kaplan share the secrets of a 10-year partnership between the U.S. ISSN Center at LC and the Serials Solutions editorial team, illustrate how the partnership has enabled both organizations to learn from each other, balancing the public and private aspects of librarianship and metadata collection, and talk about plans to move forward.

**LUNCH BREAK**  •  A Chance to Visit the Exhibits
12:15 p.m. – 1:30 p.m.

**C013** ♦ Building Community Partnerships: Ideas & Insights
1:30 p.m. – 2:30 p.m.
Kathy Dempsey, Libraries Are Essential Consultancy & MLS: Marketing Library Services Newsletter
Dean Frey, Director, Red Deer Public Library

Join our veteran marketer, Dempsey, for this fast-paced look at building alliances to help gain respect, trade for otherwise costly services, and grow library advocates. Filled with ideas for partnering with local businesses and organizations and applicable to all types of libraries, Dempsey provides lots of insights and practical tips for building community partnerships. Frey discusses how the Red Deer Public Library created online forums for municipal elections to provide information to voters about candidates for mayor, city council, and school boards and allowed the library to connect with the community in a very positive way, having provided significant marketing and advocacy benefits through the years. He talks about the web tools used to develop the election forum (including Drupal, RSS feeds, blogs and microblogs, social networking sites, tagging, and audio-visual support), seeks under the hood of an operational online community engagement project, and discusses issues, pitfalls, and unexpected benefits.
**GENERAL CONFERENCE** • Monday, March 21

**COFFEE BREAK** • In the Exhibit Hall
2:30 p.m. – 3:15 p.m.

**C104 • Sizing Up Your Library Budget & Spending Priorities for 2011**
3:15 p.m. – 4:00 p.m.
Tom J. Wilson, President, Unisphere Research
Joe McKendrick, Principal Researcher, Unisphere Research
Library Research Guide’s Information Today, Inc. reports the top-line results of a comprehensive study of library spending and budgeting plans for 2011. Researchers Wilson and McKendrick provide insights based on the results of their survey of 1,200 librarians last fall. How does your budget compare to national averages? How do your library technology plans for 2011 match up to other libraries—academic, public, government and special—in North America? Don’t miss the invaluable strategic take-aways from the results of this study.

**C105 • SharePoint: Collaboration Tech Tips**
4:15 p.m. – 5:00 p.m.
Jeff Wisniewski, Web Services Librarian, University of Pittsburgh
Done right, SharePoint is a powerful collaboration tool that can transform the way your organization does business. This session takes a practical look at SharePoint’s strengths and weaknesses and offers a host of tips and best practices to help your organization get the most out of this powerful tool while avoiding common pitfalls that can turn the SharePoint dream into a technology nightmare.

**RECEPTION** • In the Exhibit Hall • Sponsored by ProQuest
5:00 p.m. – 5:45 p.m.

**TRACK D • Marketing & Measuring**
Lincoln
Marketing and measuring are two key activities for strategic focus and creating value to library communities. Hear how to promote your library with Web 2.0 tools, use innovative marketing techniques and strategies, learn about the impact of public access technology in public libraries, and gain insights about measuring the “soft stuff” in libraries.

**Moderated by Terry Huwe, Institute for Research on Labor & Employment**

**D101 • Promoting With Web 2.0**
10:30 a.m. – 11:15 a.m.
Curt Tagtmeier, Adult Services Librarian, Fremont Public Library
Hear how libraries of any size can promote their services, collections, and training with fun, creative methods using applications like YouTube, iLike.com, and Facebook or software like Joomla, or Dapper.net. Use YouTube to promote your DVD collection; iLike.com to promote your CD collection and technology training; and Dapper.net to create apps, RSS feeds, custom widgets, Google gadgets, etc., that promote your news items, blogs, and other content. Create a simple mobile site with Joomla for patrons on the go with a look at WorldCAT Mobile. Also hear about the qualities and distinguishing characteristics of Facebook and Twitter and the best ways to utilize them or alternatives to promote your library.

**D102 • Measuring the Soft Stuff**
11:30 a.m. – 12:15 p.m.
Cynthia Hart, Virtual Librarian, Virginia Beach Public Library
Social media, like everything, requires resources. It takes people, time, and technology to make it happen. This session focuses on how one library is meshing together their social media strategies with web and marketing plans to effectively communicate and connect with customers and how to show ROI. Hart discusses how social media goals link directly to organizational communication strategies, strategic plan, and managing their brand. What are social metrics? How do social metrics fit within a social media plan? How can we use cross disciplinary approaches and ideas to quantify and measure “soft stuff” such as buzz, engagement, reach, influence and sentiment? Hear the answers at this session.

**LUNCH BREAK** • A Chance to Visit the Exhibits
12:15 p.m. – 1:30 p.m.

**D103 • Demonstrating the Impact of Public Access Technology**
1:30 p.m. – 2:30 p.m.
Samantha Becker, Research Project Manager, & Michael Crandall, Senior Lecturer and Chair, Master of Science, Information Management, University of Washington Information School
This session discusses the results and impact of the first large-scale study of who uses public computers and internet access in U.S. public libraries and how it benefits individuals, families, and communities. The results provide a powerful supplemental to locally collected data to show community impact from these services. Speakers explore ways data collected about public access computer use can demonstrate the value of your services in the community and provide valuable information to evaluate and help improve services to meet the needs of your constituents. They share successful approaches to using the data to advocate for funding and support for public access computing including a recent example of Paul LeClerc’s winning campaign for restoring funding to the New York Public Library.

**COFFEE BREAK** • In the Exhibit Hall
2:30 p.m. – 3:15 p.m.

**D104 • Innovative Marketing Tools and Strategies**
3:15 p.m. – 4:00 p.m.
Stacy Bruss & Nancy Allmang, Reference Librarians, NIST
In an increasingly digital world, the ways that customers interact with their library and recognize the services and resources it has to offer are also increasingly digital. The NIST Research Library uses a combination of traditional, new, evolving, and experimental means to market its services and resources. This presentation highlights some of the forward-looking, evolving, and pilot marketing programs that the library has implemented and demonstrates how easy it is to implement some of these innovative programs using free or low-cost resources, such as making clever animations and videos and imaginative graphics. They also offer tips and tricks to maximize the impact of current marketing programs.

**D105 • Performance Measures: Illustrating Value to Your Community**
4:15 p.m. – 5:00 p.m.
Rebecca Jones, Partner, Dysart & Jones Associates
Libraries and other information-intensive organizations must identify, manage and communicate measures that matter to their stakeholders, and that demonstrate that their services are making a difference—the “right” difference. Jones provides a framework for defining, analyzing and conveying measures that are meaningful to your situation, and that may not ever mention circulation. She reports on an informal survey of measures public, government and academic libraries are finding most meaningful.

**RECEPTION** • In the Exhibit Hall • Sponsored by ProQuest
5:00 p.m. – 5:45 p.m.

**TRACK E • INTERNET@SCHOOLS**
Jefferson
Educator-librarians take note! Day 1 of the 2-day, K-12-focused Internet@Schools track brings you experts on ebooks and e-readers, online author visits, teaching with LibGuides, and — get this! — what actually happens in a student’s mind during online research!! Don’t miss it. Organized and moderated by David Hoffman, Internet@Schools magazine, and Susan Geiger, Moreau Catholic High School

**E101 • Collections for Today and Tomorrow: How “e” to Be**
10:30 a.m. – 11:15 a.m.
Laura Pearle, Head Librarian, Hackley School, Tarrytown, N.Y.
Frances Harris, Librarian, University Laboratory High School, Urbana, Ill.
Angela Carstensen, Director of Libraries, Convent of the Sacred Heart School, New York City
Wendy Stephens, Librarian, Buckhorn High School, New Market, Ala.
The move towards ebooks has many school media centers abandoning traditional print reference resources and a handful of schools jetsetting
The way authors and students connect is changing enormously owing to the internet. For the last 2 years, Catherine Balkin, who has been arranging author visits in schools for more than 20 years, researched and worked on Skype chats for authors in schools and libraries. Learn some of the things she and her authors and illustrators have learned in the process. Join in a Skype chat with children’s book author Elizabeth Levy to hear about online chats from an author’s perspective.

**COFFEE BREAK**  •  In the Exhibit Hall

2:30 p.m. – 3:15 p.m.

**E104  •  In the Trenches—Adaptive Strategies to Teaching With LibGuides**

3:15 p.m. – 4:00 p.m.

Jeffrey Marzluft, Associate Director, Phillips Academy Library
Kathrine Aydelott, Librarian and User Group Liaison to the English Department, Phillips Academy, Andover, Mass.

In this session, two Phillips Academy librarians will demonstrate practical applications for teaching with LibGuides to collaborating and noncollaborating faculty and others across campus. Strategies include providing consistent learning experiences across the curriculum; creating guides for nonresearch-driven courses; building one-shot sessions to deliver advanced information fluency skills; and collecting and organizing resources in subjects, courses, and/or assignments.

**E105  •  Marketing Strategies for Your School Library—Create a Brand and Control Your Image**

4:15 p.m. – 5:00 p.m.

Susan Geiger, Head Librarian & Anne Arriaga, Librarian, Moreau Catholic High School, Hayward, Calif.

Learn the four cornerstones to a successful marketing strategy for your school library, including how to create your unique brand, determine your target audience, recognize your strengths, and mold your image. Geiger and Arriaga will share the techniques they use to target the different segments of their patron base, including faculty, students, and administration. Learn how marketing strengthened their library’s role in the curricular life of the school and demonstrated their value to administrators.

**RECEPTION**  •  In the Exhibit Hall  •  Sponsored by ProQuest

5:00 p.m. – 5:45 p.m.

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**For One Night Only—Meet the Information Industry’s Top Authors at Computers in Libraries!**

On Monday, March 21 from 5:00 p.m. - 5:45 p.m. during the Evening Reception in the Exhibit Hall, the following authors will be signing their books at the Information Today, Inc. booth:

- **Rachel Singer Gordon**, *Point, Click and Save*
- **Randolph Hock**, *The Extreme Searcher’s Internet Handbook*
- **David Lee King**, *Designing the Digital Experience*
- **Mary Ellen Bates**, *Building & Running a Successful Research Business*
- **Scott Nicholson**, *Everyone Plays at the Library*
- **Nicole Engard**, *Library Mashups*
- **Kathy Dempsey**, *The Accidental Library Marketer*
- **Karen C. Knox**, *Implementing Technology Solutions in Libraries*
- **Marcy Phelps**, *Research on Main Street*
- **Michael P. Sauners**, *Blogging and RSS*
- **Join us for this exciting event and we’ll take 40% off your order on all ITI books, directories, and periodicals while supplies last!***

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**LUNCH BREAK**  •  A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

**E103  •  The Author Visit: From On-Site Appearance to Online Chat With Teachers and Students**

1:30 p.m. – 2:30 p.m.

Catherine Balkin, Author Appearance Coordinator, Balkin Buddies, Brooklyn, N.Y., with children’s author Elizabeth Levy via Skype

The way authors and students connect is changing enormously owing to the internet. For the last 2 years, Catherine Balkin, who has been arranging author visits in schools for more than 20 years, researched and worked on Skype chats for authors in schools and libraries. Learn some of the things she and her authors and illustrators have learned in the process. Join in a Skype chat with children’s book author Elizabeth Levy to hear about online chats from an author’s perspective.
GREEN CONFERENCE  •  Tuesday, March 22

KEYNOTE  •  International Ballroom Center
9:00 a.m. – 9:45 a.m.

Engaging Digital Natives: Strategies, Services & Satisfaction
Michelle Manafy, Director, Content, FreePint & Editor, Dancing with Digital Natives

Unlike some of the more recent vague generational labels such as Generation X and Y, today we are witnessing the emergence of a fully-loaded generational epithet: Digital Native. This generation has grown up with ubiquitous internet access, is filling our schools and shopping malls, dominates every corner of the social web, and is making their way into office spaces. Certainly, as with the assumptions about previous generations, we face challenges. Based upon her work as editor and contributor to the forthcoming book Dancing With Digital Natives: Staying in Step with the Generation Transforming the Way Business is Done, Manafy provides strategic insights into the obstacles and opportunities presented by this generation. As an information industry professional with her pulse on what’s happening and what we need to know going forward, she shares some of the trends we need to pay attention to as we plan activities and services in libraries and prepare to invite them into our workforce.

COFFEE BREAK  •  Exhibit Hall Opens
9:45 a.m. – 10:30 a.m.

TRACK A  •  Innovative Services & Programs
International Ballroom Center

Learning from others is a core practice of library and information professionals. This track is packed with ideas, insights, and innovative practices. It will inspire you, share techniques you can use in your environment, and provide concrete practices you can adopt.

Moderated by Helene Blowers, Columbus Metropolitan Library

A201  •  Learning From Inspirational Libraries
10:30 a.m. – 11:15 a.m.
Marshall Breeding, Director, Innovative Technology and Research, Vanderbilt University

Libraries in different parts of the world carry out their work in all sorts of creative and interesting ways. While libraries worldwide hold some common traits such as creating, managing, and providing access to collections, each region of the world brings its distinct challenges and opportunities. How each makes use of technology, designs its physical facilities, or shapes its services informs us of new possibilities. Breeding shares the valuable and inspiring lessons he has had the opportunity to observe in his travels and helps to expand our thinking on what libraries are able to accomplish — often with very sparse resources. His photo essay gives a virtual visit in pictures while his stories entertain and inspire.

A202  •  MetaSocial: Making Online & Mobile Interactions Rock
11:30 a.m. – 12:15 p.m.
David Lee King, Digital Branch & Services Manager, Topeka & Shawnee County Public Library
Sarah Houghton-Jan, Assistant Director, San Rafael Public Library
Nate Hill, Web Librarian, San Jose Public Library

Online is social and mobile these days. Do you know what’s out there, and how to make it work for your library? King introduces you to the different types of social interactions available on today’s web, such as status updates, likes, or check-ins. More importantly, you’ll leave knowing how to improve each type of social interaction for your customers and your business, and how to make it rock. Houghton-Jan discusses how augmented reality and other location-based tools can connect residents and visitors to rare and original local history materials, have a positive impact on the community, and engage stakeholders.

LUNCH BREAK  •  A Chance to Visit the Exhibits
12:15 p.m. – 1:30 p.m.

A203  •  “Teching Up” Traditional Library Programs
1:30 p.m. – 2:15 p.m.
Sue Scott, Technology Librarian, Marlboro Free Library

Scott shares various ways to use new technologies to invigorate traditional programs. She discusses Skypeing ToddlerTime (children’s program director was home when she read a book and did a craft over the TV), technology camp (game development and movie creation); adding music via iTunes for Recycled Fashion show; using Cooking Mama for the Wii at Cooking Camp; partnering with the Cub Scouts to do a program on videogame responsibility (earned belt loop); creating READ posters of local community leaders for the library’s open house and more! Gain ideas and insights from this library’s creative programs, blog, and YouTube channel.

A204  •  Game Creation Programs in Libraries
2:30 p.m. – 3:15 p.m.
Scott Nicholson, Syracuse University School of Information Studies & Author, Everyone Plays at the Library

Many libraries have been using games as a way to draw patrons in, to get them engaged with other library materials, and to lower barriers between different user groups. These programs typically involve commercially purchased board, card, computer, or console games. There is another type of library program involving games in which patrons create the games. A game creation program can do everything that a game playing program can do (as participants do get to play the games) but also brings out creativity, teamwork, motivation, and other traits that can take a gaming program to a new level. These game creation programs can be successful as education or training programs, or work well to create gaming experiences that tie into a special event or aspects of a community.

Nicholson discusses different models for game creation programs in different types of libraries and for different types of games.

COFFEE BREAK  •  In the Exhibit Hall
3:15 p.m. – 4:00 p.m.

A205  •  Getting to The Eureka! Moment
4:00 p.m. – 5:00 p.m.
Julian Alken, Access Services Librarian, Yale Law Library

Google’s 80/20 innovation model has produced many of Google’s greatest Eureka! Moments, including Gmail, Google News, AdSense, and the Google shuttle buses which transport workers to the company’s headquarters. Google encourages employees to spend 80% of their time on core projects, and roughly 20% (or one day per week) on “innovation” activities that speak to their personal interests and passions, but is something company-related that interests them personally. So if you have a great idea, you always have time to run with it. One library department recently introduced the Google innovation model. Hear about their decision-making process, the implementation model, and the results to date — positive, negative and just plain funny!

TRACK B  •  Next-Gen Systems & Operations
International Ballroom East

B201  •  Community Tagging
10:30 a.m. – 11:15 a.m.
Suzanne R. Graham, Cataloging Services Librarian, University of Georgia School of Law Library

Gretchen Caserotti, Head of Children & Teen Services, Darien Library

Tagging can enhance the accessibility of your library’s collection for users and can make librarians’ jobs easier! Through keywords that are intuitive and known by a community, librarians can lead patrons to undiscovered resources and simplify the creation of customized like-item lists. Find out how two different libraries have used tagging in their library’s catalogs with great success. Graham shares how an academic library cataloging
staff is involved in tagging and Caserotti illustrates examples of innovative uses of tagging by both public library staff and their community.

**B202 • Current OPACs & Next-Gen Systems**
11:30 a.m. – 12:15 p.m.

Melissa Hofmann, Bibliographic Control Librarian, & Sharon Yang, Systems Librarian, Rider University

Marshall Breeding, Director, Innovative Technology and Research, Vanderbilt University

Look at a snapshot of the current state of public and academic OPACs and their pursuit of the next-generation catalog. The first presentation is based on an examination of 260 colleges and universities, about 10% in North America. This first-of-its-kind study rates 12 features of the next-generation catalog: single point of entry for all library resources, state-of-the-art web interface, enriched content, faceted navigation, simple keyword search box with link to advanced search, relevancy, “did you mean” spell-checking, recommendations/related materials, user contributions, RSS feeds, integration with social networking sites, and persistent links. Hear the results and their implications. Breeding highlights the current state of public libraries and their implementation of next-gen systems.

**LUNCH BREAK • A Chance to Visit the Exhibits**
12:15 p.m. – 1:30 p.m.

**B203 • What's New & Engaging**
1:30 p.m. – 2:15 p.m.

Roy Tennant, Senior Program Officer, Research, OCLC Online Computer Library Center, Inc.

Phil Green, Chief Technology Officer, Inmagic

Hear about the latest offerings and how they are currently being used in different types of libraries. Our panel uses real examples to showcase their products and services.

**B204 • Integrating iPads Into Learning & Libraries**
2:30 p.m. – 3:15 p.m.

Laine Gabel, Electronic Resources Management Librarian; Dan Jakubek, GIS & Map Librarian; Graham McCarthy, Innovative Technologies Librarian; & Weina Wang, Head, Borrowing & Lending Services, Ryerson University

Naomi Eichenlaub, Catalogue Librarian, Ryerson University Library

Weina Wang, Head, Borrowing & Lending Services, Ryerson University

Hear the results of a pilot project providing a small group of students with iPads for the academic year which they integrated into their daily study and learning activities, including classroom activities and library research. Students blogged weekly documenting their experiences with the device and checked in with the library team leading this project on a monthly basis. Hear about the findings, the challenges, successes, and potential of using the iPad as a tool in the academic learning process.

**COFFEE BREAK • In the Exhibit Hall**
3:15 p.m. – 4:00 p.m.

**B205 • RFID: Technology & Applications**
4:00 p.m. – 5:00 p.m.

Marshall Breeding, Director, Innovative Technology and Research, Vanderbilt University

As libraries consider investments in RFID-based equipment, such as self-check stations, anti-theft systems, automated material handling, or inventory control, it’s vital to have a solid understanding of the technology, standards, and best practices. Breeding gives an overview of the technology, some interesting applications enabled by RFID (including the freeing up of staff to hire 11 community managers in one library system) and addresses the issues and controversies brewing on the topic.

**Cybertours**

Pick up some quick tips, take a sneak peek at new products, and learn new skills at short, free Cybertours. Located in the Cyber Corner Theater in the Exhibit Hall. See pages 24-25 for details.

**GENERAL CONFERENCE • Tuesday, March 22**

**TRACK C • Ebook Trends & Practices**

**International Ballroom West**

Dealing with e-resources has been a challenge for years, but with no one standard or platform for ebooks, the challenge for libraries is even tougher. Hear from publishers, suppliers, and practitioners, and share your challenges and solutions in the interactive facilitated discussion at the end of the day.

Moderated by Chad Mairn, St. Petersberg College

**C201 • EBook Publishing: Practices & Challenges**
10:30 a.m. – 11:15 a.m.

MODERATOR: Dick Kaser, VP Content, Information Today, Inc.

Leslie Lees, VP of Content Development, ebrary

Ken Breen, Director, eBook Products, EBSCO Publishing

Rick Rosy, VP & General Manager, Library Services, Ingram Content Group, Inc.

This panel of ebook publishers discusses the models under which they make ebooks available and looks at the plethora of plans available. They represent three leading providers of ebook solutions to libraries: Ebrary, NetLibrary, and MyLibrary. Hear their strategies, plans, and experiences with libraries in the ebook world.

**C202 • Empowering the Reader in a Digital World**
11:30 a.m. – 12:15 p.m.

Chad Mairn, Information Services Librarian, St. Petersberg College

Al Carlson, System Administrator, Tampa Bay Library Consortium

New examples of digital reading material—ebooks, emagazines, newspapers—are appearing every day. So are devices and software to read them. But is it publishing a growing trend or a passing fad? Is it a valuable tool or a solution in search of a problem? Speakers explore the jungle of acronyms for formats and DRMs, the many types of readers, and more. They don’t have all the answers, but they will provide sensible planning guidelines and opportunities to make a difference for your patrons.

**LUNCH BREAK • A Chance to Visit the Exhibits**
12:15 p.m. – 1:30 p.m.

**C203 • EBook Models & Challenges**
1:30 p.m. – 2:15 p.m.

Stephen Abram, VP, Strategic Partnerships & Markets, Gale Cengage Learning

Sujay Darji, Sales Engineer—The Americas, Swets

Ebook suppliers discuss the different models emerging for ebooks and the challenges faced by vendors, libraries and institutions including textbook publishing, supporting content delivery to mobile devices, the standards conundrum, e-readers, DRM, Google Books/Editions, and more.

**C204 • eBooks & Their Growing Value for Libraries**
2:30 p.m. – 3:15 p.m.

FACILITATOR: Chad Mairn, Information Services Librarian, St. Petersberg College

Amy Pawlowski, Web Applications Manager, Cleveland Public Library; & Sue Polanka, Head of Reference & Instruction, Wright State University Libraries

Ellen Druda & Rosemarie Jerome, Librarians, Half Hollow Hills Community Library

Bianca Crowley, Biodiversity Heritage Library Collections Coordinator, Smithsonian Institution

This facilitated double session starts with a series of short talks. The first is by two contributors to the recent ALA publication No Shelf Required: E-Books in Libraries, and looks at the economic impact and value of ebooks in academic and public libraries and how best to position your organization’s collection within the rapidly changing landscape of the ebook market. The next talks share how ebooks popularized an adult summer read-
Track D  •  Enterprise Trends & Practices

Lincoln

From reinventing enterprise libraries to using organizational intelligence to raise your value to creating new alignments, services, structures and programs, this track has the latest strategies for highlighting value, improving performance, and streamlining processes. Moderated by Richard Geiger, Information & News Consultant

D201  •  Reinventing the Corporate Library

10:30 a.m. – 11:15 a.m.

Laura Nielsen, Librarian/Information Scientist, General Motors

In 2008 and 2009 General Motors received billions in government bailout funds, completed massive reorganizations throughout the company, and filed for bankruptcy, emerging in July 2009 as the New General Motors. Leading up to and throughout the reorganizations, the GM Library’s staff was reduced dramatically, and like the New General Motors, the GM Library emerged as a more focused, leaner organization. Surviving such events is an achievement, but the process invigorated and provided a renewed spirit to the library. The GM Library focused on what could be done better and what needed to change, as well as what services are essential. Nielsen shares the process, strategies, and outcomes that breathed new life into the library and help them stay relevant to customers. She discusses implementing live chat, creating a SharePoint site to facilitate external publication review processes, introducing a new logo, and updating their website.

D202  •  Organizational Intelligence & Raising Your Value

11:30 a.m. – 12:15 p.m.

Scott Brown, Social Information Group

Sabrina Paciﬁci, Author & Editor, LLRX.com & beSpacifc.com

Partnering and connecting with your stakeholders and customers in the organization can ensure your library's ongoing success and sustainability. Brown explores the concept and practices of “organizational intelligence”, looks at ways to ﬁnd out about people in your organization and seek them out where they are; and talks about how to engage with them in various ways to raise your value, visibility, and credibility within the organization. It’s not stalking, but it’s the next best thing. With an increasing emphasis on performance improvement in both the private and public sectors, business process improvement is now part of libraries’ daily requirements. Paciﬁci then discusses leveraging programs, applications, people, and resources, including Lean Six Sigma, SharePoint, and Twitter to strengthen your library’s visibility and value.

Lunch Break  •  A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

Conference Conversations

Computers in Libraries 2011 is all about conversations. So in addition to those you ﬁnd in the conference sessions, the hallways, and the exhibit hall, you can ﬁnd more conversation online at the conference blog, www.libconf.com, and don’t forget to use the Twitter tag #CIL11. #CIL2009 was a top trending Twitter tag worldwide, #CIL2010 trended locally over stiﬀ competition, so let’s see how we do in 2011. Tweet away!

D203  •  New Alignments, Structures, & Services

1:30 p.m. – 2:15 p.m.

Janel White & Hannah Sommers, Broadcast Librarians, National Public Radio (NPR)

Jodi Stiles, Director, Information Services, NPS Center for Homeland Defense & Security

Greta Marlatt, Outreach & Collection Development Manager & Homeland Security Digital Library Content Team Manager, Naval Postgraduate School

NPR’s library is a production center, research service, knowledge hub, digital collections resource, archive, and contract manager. Although it is not a cultural heritage institution(2,7),(994,993), NPR curates, preserves, and cares for cultural heritage every day, relying increasingly on internal and external partnerships to prove value and to grow. NPR librarians share lessons learned in keeping strategic goals aligned with organizational goals, aligning library goals to the broader objectives of the organization, and the exciting outcomes including new strategic partnerships, reinventing roles, and ﬁnding the library in the driver’s seat on technology projects. Stiles & Marlatt discuss the development of a learning management platform and a digital library to support an “in residence”/web-based learning program. The initiative also includes publishing an online journal, building games and simulations, and enabling numerous Web 2.0 features. They highlight key challenges faced and the lessons learned in evolving from using vendor products to open source products, and ultimately customizing to create a wide variety of systems.

D204  •  Mobile Programs for the Enterprise

2:30 p.m. – 3:15 p.m.

Tonia Reynolds-Pope, Information Services Team Lead; Michael Chesnes, Science Reference Librarian; & Charles Early, Engineering Librarian, NASA Goddard Space Flight Center

Danielle Pollock, Technical Librarian, Sandia National Laboratories

The ﬁrst presentation describes the Mobile Library Program at the NASA Goddard Space Flight Center developed to meet the information needs of its employees. With more than 30 buildings spread out across a large campus, and reference librarians in one building, employees needed more. Speakers outline their successful outreach program, describing the user communities researched and served, the planning and support for the program, new partnerships, and the lessons learned from the ﬁrst year of ﬁeld operations which has increased the total number of reference questions received by 11%. Pollock discusses a 6-month pilot project to evaluate the various dedicated e-reader models available on the market, as well as Apple’s iPad, in order to determine their capabilities, usability, compatibility with the library’s purchased electronic book and journal content, and potential for use within the Sandia information environment. She summarizes the results and lessons learned and offers recommendations for possible future strategies for use of dedicated e-readers and multifunction devices such as the iPad by libraries and researchers.

Coffee Break  •  In the Exhibit Hall

3:15 p.m. – 4:00 p.m.

D205  •  Successful Multigenerational Collaboration Strategies

4:00 p.m. – 5:00 p.m.

Dudee Chiang, Information Science Specialist, Jet Propulsion Laboratory (JPL)

There are up to four generations of workers (Veterans, Baby Boomers, Gen Y, and Millennials) in most companies and organizations; getting the generations to work together has become a topic catching even top executives’ attention. Information commons have been around academic libraries for almost 20 years, and students who used them are in the workforce. During the same time period, corporate libraries and information centers have pushed databases, electronic journals, and books to their clients’ desktops. As a consequence, many have seen fewer and fewer clients coming to the physical space. If these three factors are considered, what are the impacts and options for libraries in research organizations and companies? JPL transformed both the physical space and its website into the BEACON Information Commons with a goal of providing a space for informal collaborations among all JPL personnel. Hear about the transformation process, experiences in collaborating with other units, and current status and plans.
GENERAL CONFERENCE • Tuesday, March 22

TRACK E • INTERNET@SCHOOLS

Jefferson
For Day 2 of the 2-day, K-12-focused Internet@Schools track, we’ve got school library marketing strategies, social homework helper apps that connect with students, graphic novel creation—which also connects with students—and a host of Web 2.0 tools for learning.

Organized and moderated by David Hoffman, Internet@Schools magazine, and Susan Geiger, Moreau Catholic High School

E201 • Kids Doing Research Right

10:30 a.m. – 11:15 a.m.

Tasha Bergson-Michelson, Search Education Curriculum Fellow, Google, Mountain View, Calif.

What actually happens in a student’s mind during online research? How is it different from an adult’s experience of the same process? What induces a young learner to adopt better research methods? Research skills trainer Tasha Bergson-Michelson uses case studies from her work with 2nd to 8th graders in public and independent schools to illustrate the surprising things we can discover by listening to the way students talk about their own online and offline research experiences. She uncovers elements of literacy that are unique to online environments—and sometimes contrary to traditional methods of literacy learning—and demonstrates a refined set of research teaching methods focused on identification, visualization, iteration, and pursuit. She illustrates how these methods help students (and even adults) develop new forms of reading that transform their confidence, competence, and engagement when undertaking research, both online and off.

E202 • A Homework Help Site That Meets Teens Where They “Live”

11:30 a.m. - 12:15 p.m.

Shauntée Burns, Outreach Specialist for HomeworkNYC, The New York Public Library

HomeworkNYC Apps: A Decentralized Approach to Homework Help, is an IMLS-funded grant project awarded to New York City’s three library systems. The project is the outcome of research conducted by New York City’s public libraries which showed that students were not strong users of the libraries’ homework help resources and tweens and teens were looking for homework support from the online spaces they inhabit—Facebook, MySpace, Google, Wikipedia, and so on. Librarians working on the project realized that in order to support students, libraries needed to be in the web spaces where students spend their time and also to work with teachers and parents to inform them about the positive role that Web 2.0 technologies and social networking play in student lives. Hearn from the project’s outreach specialist about its components, including the development of a suite of apps for use with Facebook, iGoogle, and via the HomeworkNYC website.

LUNCH BREAK • A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

E203 • Merging Literature and Web 2.0

1:30 p.m. - 2:15 p.m.

Robin Metaj, Library Media Specialist, Great Oak Middle School, Oxford, Conn.

You can really engage students by integrating Web 2.0 tools into your curriculum. Learn from Glogster ambassador and Star Discovery educator Robin Metaj how to collaborate with teachers to integrate Discovery Education streaming media, podcasting, Google Lit Trips, Voicethread, and more to promote meaningful communication about literature between students and teachers. Metaj examines the tools and shares implementation strategies with you while focusing on curriculum integration. Come away with new tools for interacting with your students. This session highlights applications in the language arts and humanities curriculum areas.

E204 • Graphic Language (Arts!) in the Library

2:30 p.m. – 3:15 p.m.

Susan Grigsby, Library Media Specialist, Fulton County Schools, Elkins Pointe Middle School, Roswell, Ga.

This session shares how a 8th grade classroom teacher and her media specialist—presenter Susan Grigsby—collaborated on a lesson that involved the writing process, photography, book creation, and the Web 2.0 tool BeFunky. Using language arts Georgia Performance Standards, Grigsby’s colleague designed a lesson in which her students would write a personal hero story but in graphic novel format. Grigsby used a range of other Georgia Performance Standards to enhance the lesson with technology. Students were exposed to a variety of graphic novels with special attention to style, word/graphic choices, and design. They were then instructed on the use of digital cameras and the web-based tool BeFunky.com, where they uploaded photographs and digitally altered them according to the graphic style they selected for their stories. Learn how the technology, content-, and creativity-rich process worked, right down to the creation of personal graphic novels and the development of an assessment rubric that included design, spelling, word/picture relationships, and proper grammar.

COFFEE BREAK • In the Exhibit Hall

3:15 p.m. – 4:00 p.m.

E205 • Best of Web 2.0 for Teaching and Learning

4:00 p.m. - 5:00 p.m.

Carla Bosco, Upper School Librarian, Stone Ridge School, Bethesda, Md.

Melissa Jacobs-Israel, Coordinator, New York City School Library System

Do you Glog? Got Prezi? This session highlights the last 2 years of the ALA’s Best 25 Websites for Teaching and Learning, covering everything from online note-taking to presentation. Go beyond PowerPoint! Excite your teachers and students with these exciting, innovative, and free sources. Leave with a tool box of all sorts of great web resources.

TUESDAY EVENING SESSION

Adding Value in Our Communities: Dead & Innovative Tech

7:30 p.m. – 9:00 p.m. • International Ballroom East

RINGMASTER: D. Scott Brandt, Associate Dean for Research, Purdue University Libraries
Stephen Abram, VP, Strategic Partnerships and Markets, Gale Cengage Learning
Marshall Breeding, Director for Innovative Technologies and Research, Vanderbilt University
Amanda Etches-Johnson, User Experience Librarian, McMaster University
Sarah Houghton-Jan, Assistant Director, San Rafael Public Library
Aaron Schmidt, Digital Initiatives Librarian, Washington, D.C., Public Library
Bill Spence, VP, Information Technology, Information Today, Inc.

Join our famous evening of fun and learning. Hear from our authors, speakers and Computers in Libraries experts on their views of dead and innovative technologies affecting our libraries and communities now and as we create the future. This year, see if our speakers can give their presentations in a pecha kucha-style lighting round! Open to all. Enjoy cookies, coffee, and lots of laughs.
KEYNOTE
International Ballroom Center
9:00 a.m. – 9:45 a.m.

Adding Value to Communities
Lee Rainie, Director, Pew Internet & American Life Project
The Net, smartphones, and other technologies have added to the way people can engage with local communities and wider communities of interest. Yet, there are many gaps. Rainie explores those gaps and highlights areas where libraries and information services add value to the participants in their communities.

COFFEE BREAK
Exhibit Hall Opens
9:45 a.m. – 10:30 a.m.

PERSUASION & PERMISSION
1:30 p.m. – 2:30 p.m.
Elaina Norlin, Executive Director/Regional Library Manager, Broward County Library
David Lee King, Digital Branch & Services Manager, Topeka & Shawnee County Public Library

The first presentation provides tips on how to advocate effectively for the library, whether persuading, educating, or informing. Persuasion is particularly important in times of organizational change and uncertainty. At the pivotal persuasion moment, when your career depends on the difference between “no” and “yes,” you need more than expertise in your functional area to effectively communicate your idea, so hear about natural persuasion styles and positive steps to gain influence, credibility, and confidence. King discusses getting permission to be successful and to get things done. He talks about the kind of organization that encourages success and innovation, some reasons you might have difficulty getting permission, and what you can do about it. Join our speakers and learn their secrets for accomplishing initiatives that resonate with both clients and staff.

Planning & Implementing
Wednesday, March 23

A301
Thinking Strategically & Critically: Seeing Possibilities
10:30 a.m. – 11:15 a.m.
Rebecca Jones, Partner, Dysart & Jones Associates

Our perspectives and how we think form the “lens” through which we view the world and situations. It goes without saying that our “lens” vastly determines how we move forward, the solutions we select, and the decisions we make. If your library is facing challenging times, this is the track for you. Organized and moderated by Rebecca Jones, Dysart & Jones Associates

A302
Effective Workflows for Multi-Gens & Tech Change
11:30 a.m. – 12:15 p.m.
Colleen Harris, Head, Access & Delivery Services, University of Tennessee at Chattanooga (UTC)

With veterans, Boomers, Gen X, Gen Y, and Millennials all in the work force, academic libraries today can have up to five generations working in them. Add to this the complication of rapidly changing technology and workflows, increased and morphing user demands, and economic stress, and managers may find themselves in a quandary trying to please everyone. Harris discusses managing multiple generations in the academic library in light of massive technology and user expectation changes, using the example of UTC’s recent ILS migration to highlight how you can create synergies among differing work styles and attitudes and build effective teams with your diverse staff. She highlights how managing workflow changes entails handling changes in technology, expectations of staff performance, and user expectations and discusses dealing with staff stress and reluctance to change.

LUNCH BREAK
A Chance to Visit the Exhibits
12:15 p.m. – 1:30 p.m.

Planning & Realizing the “Fourth Place”
2:45 p.m. – 3:30 p.m.
Jill Hurst-Wahl, Assistant Professor of Practice, Syracuse University

With the rise of learning commons and collaboration laboratories (COLABs), people are using space differently in order to engage in learning. Rather than a third place as defined by Ray Oldenburg, these fourth places are becoming where people go to participate in specific learning activities. Signorelli discusses the difference between third and fourth places, and how the learning fourth place is different than the library settings we’re used to creating. Coleman and Hurst-Wahl outline how a library can create a fourth place using existing or recycled space (e.g., shipping containers) as well as the library services and resources that would support fourth place activities. Included is an interaction brainstorm about partnerships the libraries can pursue in order to bring this vision to reality.

Planning & Implementing
Wednesday, March 23

A303
Persuasion & Permission
1:30 p.m. – 2:30 p.m.
Elaina Norlin, Executive Director/Regional Library Manager, Broward County Library
David Lee King, Digital Branch & Services Manager, Topeka & Shawnee County Public Library

The first presentation provides tips on how to advocate effectively for the library, whether persuading, educating, or informing. Persuasion is particularly important in times of organizational change and uncertainty. At the pivotal persuasion moment, when your career depends on the difference between “no” and “yes,” you need more than expertise in your functional area to effectively communicate your idea, so hear about natural persuasion styles and positive steps to gain influence, credibility, and confidence. King discusses getting permission to be successful and to get things done. He talks about the kind of organization that encourages success and innovation, some reasons you might have difficulty getting permission, and what you can do about it. Join our speakers and learn their secrets for accomplishing initiatives that resonate with both clients and staff.

TENNESSEE AT CHATTANOOGA (UTC)

A304
Planning & Realizing the “Fourth Place”
2:45 p.m. – 3:30 p.m.
Jill Hurst-Wahl, Assistant Professor of Practice, Syracuse University

With the rise of learning commons and collaboration laboratories (COLABs), people are using space differently in order to engage in learning. Rather than a third place as defined by Ray Oldenburg, these fourth places are becoming where people go to participate in specific learning activities. Signorelli discusses the difference between third and fourth places, and how the learning fourth place is different than the library settings we’re used to creating. Coleman and Hurst-Wahl outline how a library can create a fourth place using existing or recycled space (e.g., shipping containers) as well as the library services and resources that would support fourth place activities. Included is an interaction brainstorm about partnerships the libraries can pursue in order to bring this vision to reality.

Conference Conversations
Computers in Libraries 2011 is all about conversations. So in addition to those you find in the conference sessions, the hallways, and the exhibit hall, you can find more conversation online at the conference blog, www.libconf.com, and don’t forget to use the Twitter tag #CIL11. #CIL2009 was a top trending Twitter tag worldwide, #CIL2010 trended locally over stiff competition, so let’s see how we do in 2011. Tweet away!
TRACK B • User Experience

International Ballroom East

Making better decisions and improving library services for users is how libraries illustrate value and delight their customers. This track shares feedback on information behaviors of users; cool tools for measuring, visualizing, and analyzing what libraries do; usability techniques; and more. Moderated by Stephen Abram, Gale Cengage Learning

B301 • Faculty Information Using Behavior
10:30 a.m. – 11:15 a.m.
Terry Huwe, Director, Library & Information Resources, Institute for Research on Labor & Employment

We live in a world of constant survey-taking for just about every kind of opinion, product or idea. Some matter more than others, and some are better than others. For info pros, none matter as much as the most reliable gauge—faculty information use—as well as faculty impressions of library services. Huwe presents an overview of the most influential surveys of U.S. faculty and summarizes how the surveying agencies perceive their results. But rather than stop with what the “experts” say, he moves beyond the “key findings,” posing his own questions and looking for clues that can help inform pross client strategies that succeed—whatever the surveys claim.

B302 • Usability Express: Recipe for Libraries
11:30 a.m. – 12:15 p.m.
Bohyun Kim, Digital Access Librarian, & Marissa Ball, Emerging Technologies Librarian, Florida International University

Not many libraries have library websites designed with usability in mind, and as a result, usability issues often come up during the website redesign process. As Jakob Nielsen, well-known web usability guru, remarked, anybody can do usability reasonably well with a bit of training. Speakers provide a guide to help librarians and library staff quickly discern and improve major usability issues in a short time utilizing usability heuristics and testing methods. They cover: common mistakes and pitfalls, planning and conducting usability testing, usability toolkits, and other resources.

LUNCH BREAK • A Chance to Visit the Exhibits
12:15 p.m. – 1:30 p.m.

B303 • Cool Tools: Measuring, Visualizing, & Analyzing What Libraries Do
1:30 p.m. – 2:30 p.m.
Darlene Fichter, Research Services Librarian, University of Saskatchewan
Jeff Wisniewski, Web Services Librarian, University of Pittsburgh
Michael DeMars, California State University–Fullerton

This session looks at a whole suite of low-cost and free tools for library content developers and webmasters, especially those that help analyze how users are interacting with websites and social media so that improvements can enhance user experience. Park your toolbox and take away some useful programs to use in your own library. Speakers include a number of tools such as Google Analytics, search analysis, site monitoring, and more. All can be used to inform the design process and generate data to create a road map.

B304 • Digital Collections: Creative Development & User Experience
2:45 p.m. – 3:30 p.m.
Cathy Wolford, Systems Librarian, DALNET
Elizabeth Botten, Reference Specialist, & Sara Snyder, Webmaster, Archives of American Art, Smithsonian Institution

Libraries traditionally have created collections by organizing access to information, and YouTube has a way to organize user-created videos into collections as well. It can be a daunting task to create and post original videos in YouTube. However, YouTube playlists can easily be used as a means to organize access to videos created by others in much the same way librarians use collection development for library materials. Wolford covers how to create a YouTube channel and playlists, how to select videos made by other YouTube users to populate your library’s playlists, the various types of YouTube accounts, channel set-up and customization, and site maintenance. The second presentation provides concrete recommendations on how to improve the online user experience for researchers. Using the Archives of American Art, a research center at the Smithsonian Institution, Botten and Snyder discuss how user-centered design methods can be used to inform more intuitive design of online catalogs and websites for any kind of collections driven organization.

B305 • Social Media Strategy & Goals
3:45 p.m. – 4:30 p.m.
David Lee King, Digital Branch & Services Manager, Topeka & Shawnee County Public Library

Organizations are great at starting new online projects ... and then letting them quickly die. Do you know how to plan, sustain, and set goals for an online project? This session describes the planning processes used by several different libraries—how they plan, create strategy, get buy-in, and sustain a social media project.

TRACK C • Mobile Trends & Practices

International Ballroom West

Mobile technology and devices are front and center, and libraries are putting strategic focus on them and creating value for their users and clients. Hear about the latest challenges and trends in the mobile library world, how location-based applications are being used in libraries, how to improve usability of mobile applications, and how libraries are using QR codes and other techniques to build and engage their library communities. Organized and moderated by Joe Murphy, Yale University

C301 • Mobile Landscape and Location
10:30 a.m. – 11:15 a.m.
Joe Murphy, Science Librarian, Coordinator of Instruction & Technology, Yale University
Chanitra Bishop, Instruction & Emerging Technologies Librarian, Indiana University
Jason Clark, Head, Digital Access & Web Services, Montana State University

Murphy kicks off the day with an overall picture of the current landscape, trends, and challenges of mobile technology impacting libraries followed by the hottest topic in mobile tech—location. It’s not where you’re from, it’s where you’re at. Location is the trend in mobile technology this year, making waves with Foursquare, Facebook Places, and local discovery. This session reveals how proximity is a gauge of interest, explores the hyper-relevancy of place, considers the shifting concept of privacy in the world of oversharing, and shows clearly just how location as a mobile trend matters to libraries. Still don’t “get” Foursquare? Hear what experts Bishop and Clark have to say about library location-based social networks and why libraries cannot ignore their social location. Bishop explains what location-based mobile applications are and gives some fresh ideas on how we can use them in libraries. Clark says the question of interest is “Where are you?” and helps us survey and build location-aware library apps.

C302 • Mobile Hot Topics
11:30am – 12:15pm
Ronalee Ciocco, Director, User Services, & Jessica Howard, Reference & Web Services Librarian, Gettysburg College
Kim Griggs, Programmer, Oregon State University Libraries
Shian Chang, Senior Programmer Analyst, Georgetown University Library

From the basics of mobile technology to creating mobile catalogs and mobile websites, this session covers major topics of applying mobile technology to library settings, providing the what/why/how for beginners and experts to get to the next level. Ciocco and Howard give us the lowdown on creating mobile websites to match patron needs, marketing them, and assessing the results that are full of ideas, tools, and practical examples. Griggs introduces us to the options, evaluations, best practices, and recommendations of mobile catalogs. Chang walks us through building a mobile website with Drupal and provides lots of tips and tricks.

LUNCH BREAK • A Chance to Visit the Exhibits
12:15 p.m. – 1:30 p.m.
Wednesday, March 23

**C303 ● QR Codes**
1:30 p.m. – 2:30 p.m.
Lauren Pressley, Instructional Design Librarian, &
Kevin Gilbertson, Web Services Librarian, Wake Forest University
Jon Lutz, Electronic Services Librarian & Margaret Clark, Research Librarian, FSU College of Law Research Center
David Lee King, Digital Branch & Services Manager, Topeka & Shawnee County Public Library
A mobile bridge between the physical world and digital information, QR codes offer seemingly endless promise for libraries entering the mobile datasphere. This session introduces QR codes and their many possible information applications, exploring the practical considerations and challenges of using QR codes in information settings. Pressley highlights case examples of how QR codes are being implemented within libraries and helps us learn step-by-step how to introduce them in our own information centers. Lutz and Clark explore implementing QR codes in an academic setting using practical examples that include adding QR codes with embedded URLs to research guides and library stacks. King tells us about an exciting QR code scavenger hunt in his community.

**C304 ● Mobile Usability**
2:45 p.m. – 3:30 p.m.
Jeff Wisniewski, Web Services Librarian, University of Pittsburgh
As libraries develop a mobile presence, it is key that this presence be user-friendly. Usability testing of standard websites is something libraries have experience with, but testing and evaluating mobile is new to many of us. This session provides all the information needed to make it usable as you make it mobile. Wisniewski explores the usability considerations in designing mobile sites and the special considerations inherent in testing for mobile as well as specific ways to test and gather feedback from our mobile users.

**C305 ● Building Community & Mobile Experiences**
3:45 p.m. – 4:30 p.m
Bonnie Roalsen, Head, Children’s Services, &
Ryan Livergood, Assistant Director, Dover Town Library
Boris Zetterlund, Strategy Manager, Axiell Library Group
Mobile applications for smart phones represent powerful platforms for a mobile library presence. In this session hear about some of the ticks, tips, and approaches for leveraging apps in our library settings. Roalsen and Livergood discuss building community in a mobile world with apps for children and families and illustrates with a unique case study showing how one small public library used mobile devices to enhance their community engagement. Zetterlund shares experiences in developing smartphone applications for library services across platforms, some of the business models, and rollout possibilities. Come see what is possible.

**GENERAL CONFERENCE**

**Focus on... SPECIAL LIBRARIES**

**TRACK A ● Information Discovery & Search**
B105 ● Drupal: the Basics & More
C105 ● SharePoint: Collaboration Tech Tips
D104 ● Innovative Marketing Tools & Strategies

**A205 ● Getting to the Eureka! Moment**

**TRACK D ● Enterprise Trends & Practices**

**A301 ● Thinking Strategically & Critically: Seeing Possibilities**
A305 ● Before & After the Plan: Tracking Strategic Initiatives

**TRACK C ● Mobile Trends & Practices**

**Focus on... GOVERNMENT LIBRARIES**

In conjunction with FLICC’s Libraries & Emerging Technologies

**A103 ● Search: Quick Tips for Adding Value**
A104 ● Visualization & Geospatial Technologies
C103 ● Building Community Partnerships
D104 ● Innovative Marketing Tools & Strategies

**A205 ● Getting to the Eureka! Moment**

**D301 ● Digital Preservation Strategies: Value Through Longevity**
10:30 a.m. – 11:15 a.m.
Lisa Gregory, Digital Projects Liaison, &
Jennifer Ricker, Digital Collections Manager, State Library of NC
With the swelling number of digital items in today’s library collections, including both items that have been digitized and those “born” digital, the continued accessibility of electronic files within those collections is of increasing concern. Whether you have a robust IT department schooled in digital preservation or no IT support at all, it is critical to know about migrating file formats for long-term access. This session discusses ways to incorporate file format migration into a digital preservation strategy to help move into the realm of long-term access, includes details of migration testing using open source tools, what speakers have learned about the various transformations, and what changes they plan for workflow based on this testing. Join them and other content managers in the audience to ensure long-term access to digital materials for our communities.

**D302 ● Libraries in the Semantic Web**
11:30 a.m. – 12:15 p.m.
Lisa Goddard, Acting Associate University Librarian for Information Technology, & Gillian Byrne, Head of Electronic Resources and Serials & Acquisitions, Memorial University of Newfoundland
Whether you call it linked data, Web 3.0, or the semantic web, the next generation of web technologies is reaching maturity. With major search engines, media outlets, and national governments backing the W3C standard, the semantic web is poised to change the way we think about information discovery. Core themes of metadata, collaboration, and interoperability make linked data a natural philosophical match for libraries. Although semantic web standards are quite complex, the linked data vision offers compelling solutions to some of our major challenges such as precise web search, authority control, classification, data portability, and disambiguation, as well as offering intriguing partnership opportunities within the library community and the wider world. This talk outlines some of the benefits that linked data could have for libraries and their user communities and offers suggestions for practical ways in which libraries can participate in the development of the semantic web.
GENERAL CONFERENCE • Wednesday, March 23

LUNCH BREAK • A Chance to Visit the Exhibits
12:15 p.m. – 1:30 p.m.

D303 • Repositories: Strategies & Practices
1:30 p.m. – 2:30 p.m.
Amy Buckland, eScholarship, ePublishing, & Digitization Coordinator, McGill University Library
Jim Dell’Russo, Web & Digital Projects Manager, Cornell University

Our panel discusses institutional repository design, technologies, processes, and practices at each of their organizations. They share challenges, lessons learned, and future plans for those contemplating creating their own repository.

D304 • Collecting & Preserving User-Generated Content
2:45 p.m. – 3:30 p.m.
Donna Scheeder, Deputy CIO, Congressional Research Service & Martha Anderson, Director, NDLIPP Program Management, Library of Congress

Collection is the beginning of a preservation strategy for user-generated content in the digital world. This session discusses strategies for collecting “born digital” content from the web, making it accessible with metadata, highlights work being done by the National Digital Information Infrastructure and Preservation Program at the Library of Congress, and more.

D305 • Building Digital Collections While Saving Deteriorating Microforms
3:45 p.m. – 4:30 p.m.
Laurel Yatsko, Project Manager/Archivist, Wirtz Labor Library, U.S. Department of Labor
Melissa Miller, Information Technology Manager/Librarian, & Ghislaine Sabbagh, Systems Librarian, Array Information Technologies

Using initiative and patience, a micrfiche scanner printer, ADOBE 9, and Photoshop, the Wirtz Labor Library is providing reference, adding to its digital library and saving its deteriorating microforms. This panel addresses how the project started and how they approached the solution, and discusses the equipment and software used and the results achieved. They share how the finished product, copies of historic labor papers, added value to a growing digital library and the lessons learned along the way.

TRACK E • Training & Learning

Jefferson

We all know that learning only occurs when training or teaching is engaging and hitting that “sweet spot” where the individual feels, “I get this! And I can USE this!” This line-up of speakers share their wealth of experiences and insights on finding that “sweet spot” with learners using technologies and techniques in a variety of situations for a broad range of topics and competencies.

Moderated by Karen Huffman, National Geographic Society

E301 • Face-to-Face? Avatars & Facebook for Learning
10:30 a.m. – 11:15 a.m.
Angie Fickert Paterek, Training Manager, Rocky River Public Library
Nancy Czech, Lecturer, San Jose State University

Hear the experiences of a public library using Second Life and an academic library using Facebook to manage courses and engage learners. Paterek discusses how a public library uses different locations and avatars in 3D simulation to facilitate learning and provides examples of virtual classrooms using PowerPoint presentations, live simulations, chat, computer voice applications, and virtual reality. Czech went to the students at Wayne State University with a Facebook group to manage a Productive Tools course. The students relied on the group to access course materials and to communicate with the instructor. Students also worked in groups to develop Pages to market a library, a library program course, or information-science-based business. Czech highlights the pros and cons of using Facebook for course management and identifies enhancements necessary for its widespread use as a course delivery system.

E302 • Creating 21st-Century Information-Literacy Programs
11:30 a.m. – 12:15 p.m.
Rick Bearden, Automation Librarian and Library Web Coordinator, & Emily Mitchell, Educational Technologies Librarian, Ferris State University
Alan Bearman, Dean of Libraries; Sean Bird, Instructional Librarian; & Keith Rocci, Information Literacy Librarian, Washburn University

Getting large-scale information-literacy instruction online has challenged libraries for years. The instruction librarians at Ferris State University knew Texas Information Literacy Tutorial (TILT) was showing its age, but its outdated technology made it difficult to update. Their brand-new tutorial, PILOT 2.0, uses free, open source technology with an interface for even nonprogrammers to create and edit interactive lessons, and has high strategic value. The Washburn University Libraries have used a 21st-century information-literacy program to return to the center of the academic experience. They discuss the strategic planning and politics, the assessment involved, and demonstrate the success of the program as it relates to both student achievement and the Libraries’ place.

LUNCH BREAK • A Chance to Visit the Exhibits
12:15 p.m. – 1:30 p.m.

E303 • Podcasting & Tools: Endless Opportunities!
1:30 p.m. – 2:30 p.m.
Andrew Lokie, Library Science Faculty & IT Coordinator, Missouri State University
Jason Puckett, Librarian, Communication & Educational Technologies, Georgia State University Library
Maurice Coleman, Technical Trainer, Harford County Public Library
Rachel Borchardt, Science Librarian, American University Library

This powerful panel of practitioners share their experiences in using podcasting and other technologies for all kinds of learning supports. Hear how to use podcasting, wikis, blogs and you name it for class assignments, communications, developing blended learning approaches, and creating content as well as other tools, such as Clickers (student response systems) to obtain instant feedback and engage your learners.

E304 • Learning Virtually: 23 Things & Counting
2:45 p.m. – 3:30 p.m.
Heather Braun, Technology Librarian, Northeast Kansas Library System
Cindi Hickey, Director, Library Development, State Library of Kansas
Christa Burns, Special Projects Librarian, Nebraska Library Commission
Louise Alcorn, Reference Technology Librarian, West Des Moines (Iowa) Public Library

When the Kansas library community participated in a statewide 23 Things program in 2010, it opened up a new way to look at learning virtually, especially for encouraging librarians to continue their learning after the structured program’s end. Through their Passport to Learning, Braun and Hickey show how to enrich the virtual learning experience. Burns looks at how Nebraska’s 23 Things online program has evolved, its strengths, challenges and “what’s next.” Alcorn describes working with individual libraries and regional library support systems across Iowa, offering training on some of the “things” that encompass Web 2.0 for libraries. Together our speakers identify lots of options for creating a successful program.

E305 • Transliteracies: Libraries as the Critical “Classroom”
3:45 p.m. – 4:30 p.m.
Bobbi Newman, Digital Branch Manager, Chattahoochee Valley Libraries
Gretchen Caserotti, Head, Children & Teen Services, Darien Library
Brian Hulse, Electronic Resources, Simon Swob Memorial Library

Literacy isn’t just about the ability to read and write. To be an active participant in today’s society, people need to be "transliterate" across all media. This session explains why transliteracy is important and how libraries are critically positioned to help people develop this competency in school, university, and public library environments.
QR Codes 101
10:30 a.m. – 10:45 a.m.
Krista Godfrey, Liaison Librarian, 21st Century Fluencies, McMaster University
QR codes are little images containing information that transmit the contained information when a person snaps the image with their cell phone. QR codes can contain all kinds of information, from contact information and VCards of librarians to links to websites, tutorials, pages with chat widgets and more. This cybertour explores different options for creating and using QR codes, and potential uses in libraries.

Going Mobile With Android
11:30 a.m. – 11:45 a.m.
Chad Mairn, Information Services Librarian, St. Petersberg College
Android is getting just as popular as Apple’s iOS and other mobile operating systems. In this cybertour, see Android App Inventor in action and how easy it is to click and drag various components that will fit like a puzzle into a completely functional Android application.

Surviving & Thriving in a World Gone Digital
12:30 p.m. – 12:45 p.m.
Jen Baum Sevec, Senior Metadata & Acquisitions Librarian, Library of Congress
In an era where applications are available nearly anytime, anywhere, information technology and businesses are forced to keep pace. This session investigates digital collections management for new media and how organizations have transformed their processes to select, acquire, and serve digital collections through technical innovations.

SciVerse Applications at Illinois
1:00 pm. – 1:15 p.m.
Josh Bishoff, Access & Mobile Services Librarian, University of Illinois at Urbana-Champaign
This cybertour illustrates the use of Elsevier API’s to expose related content in additional library databases & collections from the SciVerse search interface. It shows how Elsevier’s APIs can be integrated to improve finding, discusses the implications on new web based library services, and highlights user responses.

Best of Biz Sources & Practices
1:30 pm. – 1:45 p.m.
Mary Ellen Bates, Bates Information Services & author, Building a Successful Research Business
Our super searcher and successful business woman shares her business secrets for keeping customers happy, her key tools for business searching, and more.

Research Trend Watching
2:00 pm. – 2:15 p.m.
Gali Halevi, Customer Development Manager, Elsevier, Inc.
Keeping our clients up-to-date and informed about research trends is important for them but also for those of us with planning responsibilities. Using waste management as an example, this cybertour illustrates how to see research trends in science. It shares tips, techniques and findings.

Virtual Reference: Chat, IM, & SMS
2:30 p.m. – 2:45 p.m.
Greg Notess, Reference Librarian, Montana State University
As libraries continue to push resources online and library users visit us online, reference services continue to move online as well. New and old software options, ranging from free to fee, can help us offer online, interactive reference services via chat, instant messaging, text messaging (SMS), and more. Come explore these communication options along with evaluation of real-life implementation issues.

Tracking Web Usage With Net Freebies
3:30 p.m. – 3:45 p.m.
Sharon Yang, Systems Librarian, & Pat Dawson, Science Librarian, Rider University
This fast-paced demo highlights free programs that libraries can use to track, analyze, and measure the usage of Web-based library services. It covers tools for counting visitors to a service or a Web page like meters and those that track and analyze Web-based activities and events. It looks at Google Analytics, Active Meter, StatCounter, GoStats, eXtReMe Tracking, and more.

Building an App-Like Experience
4:30 p.m. – 4:45 p.m.
Chad Haeffele, Emerging Technologies Librarian, UNC Chapel Hill
Building on a native app for a mobile platform often requires extensive programming in Objective C or Java. This may be a time or skill-prohibitive process for many librarians. But it’s possible to build of existing apps or build an app with an intermediary tool that doesn’t require high level coding. This cybertour shows how to use a barcode scanner app from a webpage, how to build a webpage with an iPhone-app-like interface, takes a look at Google’s Android App Inventor toolkit, and more.
Tables, Superphones & Libraries  
10:30 a.m. – 10:45 a.m.  
Jason Griffey, Head, Library Information Technology, University of Tennessee at Chattanooga & Author, Mobile Technology & Libraries  
A look at where mobile technology is going and how it can be used by libraries to meet the expectations of users.

Gov 2.0: Gov Info on the ‘Net  
11:00 a.m. – 11:15 a.m.  
Gary Price, Publisher, ResourceShelf  
There are many ongoing and successful efforts inside and outside of government to make government information available on the Internet, free to all. Advocates for open government, as well as the disseminators and users of government information, have encouraged the release of caselaw, statutes, public records, publications and other data held by federal, state and local governments. Learn what information is out there, how it’s being used, and how you and your users can access it and contribute to Gov 2.0.

Capturing Attention: Design Tips  
11:30 a.m. – 11:45 a.m.  
Lisa Carlucci Thomas, Digital Services Librarian, Southern Connecticut State University  
Whether you’re designing library services, programs or websites, the objective of providing a positive customer experience to a wide and diverse audience remains the same. This cybertour focuses on the characteristics that keeps people engaged and talking, like social sharing and endorsement; shares tips for enhancing the stickiness of your services, programs and sites; and illustrates with some great real world examples.

Who’s Out There? Patron Personas in 15 Minutes  
12:30 p.m. – 12:45 p.m.  
Jennifer Koerber, Librarian, Speaker & Trainer, Boston Public Library  
You want to redesign your website or start a new marketing campaign, and everyone’s talking about using “personas.” What are user personas and how are they helpful to library work? In 15 minutes, we’ll talk about what a persona is and walk through the basics of creating one.

Teens & Homework Help That Works  
1:00 p.m. – 1:15 p.m.  
Shauntée Burns, Outreach Specialist, The New York Public Library  
Burns shares results of an IMLA funded project and research conducted by New York City’s public libraries that focused on: How students use the web for homework and; How HomeworkNYC, a website devoted to supporting student homework needs, was and wasn’t used by tweens and teens in New York City. She shares results of focus groups with teens that showed they were looking for homework support from the online spaces that they inhabit—Facebook, MySpace, Google, Wikipedia, and so on. Hear about the apps they have created and how they are now being used.

Using the Cloud to Extend IT & Experimentation  
1:30 p.m. – 1:45 p.m.  
Amy Dumouchel, Electronic Resources Librarian, Suffolk University  
Many organizations have begun to develop restrictive IT and web policies that restrict a library’s ability to experiment with new methods of providing library services. Cloud computing can be used to cheaply/freeley experiment and enhance user experience. This talk explains what the cloud is and how a library can leverage it by providing specific examples such as Dropbox, Google’s online suite of resources, Flickr, and Amazon’s Elastic Compute Cloud (EC2).

Cheap & Fun Ways to Reach Gen X and Gen Y  
2:30 p.m. – 2:45 p.m.  
Katherine Makens, Head, Adult Services, South Regional Library, Durham County Libraries  
Social networking allows libraries to do more than just market to particular audiences. We can use tools like geocaching, social networking, and Photoshop to create and nurture community by interacting with our audience. Hear some tips for reaching the Gen X and Gen Y crowd.

Easy Usability Testing: Card Sorting Tips  
3:00 p.m. – 3:15 p.m.  
Yu-Hui Chen, Bibliographer & Outreach Librarian for Education & Carol Anne Germain, Networked Resources Education Librarian, University at Albany  
Successful information architecture, smooth site navigation, logical menu structure, and intuitive interface design all rely on knowing where users expect to find needed information. Card-sorting is a simple, user-centered, low-tech, and powerful technique that can explore how users group related concepts together, help Web designers develop a usable structure, and sensible navigation paths that better reflect user mental models. Presenters share the process, findings, recommendations for the site improvement, and ideas for overcoming roadblocks and enabling full realization of a truly user-centered redesign.

Online Security: Tips & Tricks  
10:30 a.m. – 10:45 a.m.  
Blake Carver, Owner, LISHost.org  
This cybertour looks at the world of online security, both on the server and at home. It shares tools that work to keep your website safe, looks at how to stay safe on public wifi networks, and discusses best practices to stay safe at home.

Beyond Google: Search Tips & Alternate Engines  
11:30 a.m. – 11:45 a.m.  
Marydee Ojala, Editor, ONLINE Magazine  
Our super searchers shares the latest tips on searching and using alternative search engines. Always on top of the industry, Ojala’s cybertour is not to be missed!

Tech Support at a Distance: Tips & Tools  
12:00 p.m. – 12:15 p.m.  
John Coogan, Systems Librarian, & Li Fu, Digital Services Librarian, University of Maryland University College (UMUC)  
You’re a virtual library serving distance education students or public library clients. You live and die by remote access. Things go wrong. Clients contact you by phone, chat and e-mail. Their logins aren’t working. They try to access your resources and get strange error messages. They click on PDF links and nothing happens. How do you help them diagnose and resolve their technical issues? Hear how one library uses front-end technical support for clients and back-end tools for librarians.

Google Secrets!  
12:30 p.m. – 12:45 p.m.  
Michael Sauers, Technology Innovation Librarian, Nebraska Library Commission  
This cybertour shares new and little-known Google services, tools and features that can help improve internet life. Google changes so often this cybertour will put you on top of the latest and greatest tips, tools, and services.

TUESDAY, MARCH 22

WEDNESDAY, MARCH 23

Computers in Libraries 2011
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<td>Stephen Abram</td>
<td>Gale Cengage Learning</td>
<td><a href="mailto:stephen.abram@cengage.com">stephen.abram@cengage.com</a></td>
</tr>
<tr>
<td>Stacia Aho</td>
<td>Arlington Public Library</td>
<td><a href="mailto:saho@arlingtonva.us">saho@arlingtonva.us</a></td>
</tr>
<tr>
<td>Julian Aiken</td>
<td>Yale Law Library</td>
<td><a href="mailto:julian.aiKEN@yale.edu">julian.aiKEN@yale.edu</a></td>
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<td>Paul Albert</td>
<td>Weil Cornell Medical Library</td>
<td><a href="mailto:paa2013@med.cornell.edu">paa2013@med.cornell.edu</a></td>
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<tr>
<td>Louise Alcorn</td>
<td>West Des Moines (Iowa) Public Library</td>
<td><a href="mailto:louise.alcorn@wdm-ia.com">louise.alcorn@wdm-ia.com</a></td>
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<tr>
<td>Nancy Allmang</td>
<td>National Institute of Standards and Technology</td>
<td><a href="mailto:nancy.allmang@nist.gov">nancy.allmang@nist.gov</a></td>
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<tr>
<td>Morta Anderson</td>
<td>Library of Congress</td>
<td><a href="mailto:mande@loc.gov">mande@loc.gov</a></td>
</tr>
<tr>
<td>Anne Arriaga</td>
<td>Moreau Catholic High School</td>
<td><a href="mailto:aarriaga@moreaucatholic.org">aarriaga@moreaucatholic.org</a></td>
</tr>
<tr>
<td>Kathrine Aydelott</td>
<td>Phillips Academy</td>
<td><a href="mailto:kaydelott@andover.edu">kaydelott@andover.edu</a></td>
</tr>
<tr>
<td>Catherine Balkin</td>
<td>Balkin Buddies</td>
<td><a href="mailto:catherine@balkinbuddies.com">catherine@balkinbuddies.com</a></td>
</tr>
<tr>
<td>Marissa Ball</td>
<td>Florida International University</td>
<td><a href="mailto:ballm@fiu.edu">ballm@fiu.edu</a></td>
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<td><a href="mailto:Madeline.barratt@enfield.gov.uk">Madeline.barratt@enfield.gov.uk</a></td>
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<tr>
<td>Mary Ellen Bates</td>
<td>Bates Information Services, Inc.</td>
<td><a href="mailto:mbates@batesinfo.com">mbates@batesinfo.com</a></td>
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<tr>
<td>Jen Baum Sevec</td>
<td>Library of Congress</td>
<td><a href="mailto:jbaum@loc.gov">jbaum@loc.gov</a></td>
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<tr>
<td>Rick Bearden</td>
<td>Ferris State University</td>
<td><a href="mailto:beardenr@ferris.edu">beardenr@ferris.edu</a></td>
</tr>
<tr>
<td>Alan Bearman</td>
<td>Washburn University</td>
<td><a href="mailto:alan.bearman@washburn.edu">alan.bearman@washburn.edu</a></td>
</tr>
<tr>
<td>Samantha Becker</td>
<td>University of Washington</td>
<td><a href="mailto:srbecker@uw.edu">srbecker@uw.edu</a></td>
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<tr>
<td>Tasha Bergson-Michelson</td>
<td>Google</td>
<td><a href="mailto:tasha@tothepointresearch.com">tasha@tothepointresearch.com</a></td>
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<td>Sean Bird</td>
<td>Washburn University</td>
<td><a href="mailto:sean.bird@washburn.edu">sean.bird@washburn.edu</a></td>
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<td>Chanitra Bishop</td>
<td>Indiana University</td>
<td><a href="mailto:cbishop@indiana.edu">cbishop@indiana.edu</a></td>
</tr>
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<td>Helene Blowers</td>
<td>Columbus Metropolitan Library</td>
<td><a href="mailto:hblowers@columbuslibrary.org">hblowers@columbuslibrary.org</a></td>
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<tr>
<td>John Blyberg</td>
<td>Darien Library</td>
<td><a href="mailto:jbleberg@darienlibrary.org">jbleberg@darienlibrary.org</a></td>
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<tr>
<td>Rachel Borchard</td>
<td>American University</td>
<td><a href="mailto:borchard@american.edu">borchard@american.edu</a></td>
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<tr>
<td>Carla Bosco</td>
<td>Stone Ridge School</td>
<td><a href="mailto:cbosco@stoneridgeschool.org">cbosco@stoneridgeschool.org</a></td>
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<tr>
<td>Elizabeth Botten</td>
<td>Smithsonian Institution</td>
<td><a href="mailto:bottene@si.edu">bottene@si.edu</a></td>
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<td>Scott Brandt</td>
<td>Purdue University Libraries</td>
<td><a href="mailto:techman@purdue.edu">techman@purdue.edu</a></td>
</tr>
<tr>
<td>Heather Braun</td>
<td>Northeast Kansas Library System</td>
<td><a href="mailto:hbraun@nekls.org">hbraun@nekls.org</a></td>
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<td>Marshall Breeding</td>
<td>Vanderbilt University</td>
<td><a href="mailto:marshall.breeding@vanderbilt.edu">marshall.breeding@vanderbilt.edu</a></td>
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<tr>
<td>Ken Breen</td>
<td>EBSCO</td>
<td><a href="mailto:kbreen@ebscohost.com">kbreen@ebscohost.com</a></td>
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<td>Scott Brown</td>
<td>Social Information Group</td>
<td><a href="mailto:scott@socialinformationgroup.com">scott@socialinformationgroup.com</a></td>
</tr>
<tr>
<td>Stacy Bross</td>
<td>National Institute of Standards and Technology</td>
<td><a href="mailto:stacy.bruss@nist.gov">stacy.bruss@nist.gov</a></td>
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<tr>
<td>Amy Buckland</td>
<td>McGill University Library</td>
<td><a href="mailto:amybuckland@gmail.com">amybuckland@gmail.com</a></td>
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<td>Shaunte Burns</td>
<td>New York Public Library</td>
<td><a href="mailto:Shaunte_Burns@nypl.org">Shaunte_Burns@nypl.org</a></td>
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<tr>
<td>Christa Burns</td>
<td>Nebraska Library Commission</td>
<td><a href="mailto:christa.burns@gmail.com">christa.burns@gmail.com</a></td>
</tr>
<tr>
<td>Gillian Byrne</td>
<td>Memorial University of Newfoundland</td>
<td><a href="mailto:gbyrne@mun.ca">gbyrne@mun.ca</a></td>
</tr>
<tr>
<td>Al Carlson</td>
<td>Tampa Bay Library Consortium</td>
<td><a href="mailto:carlsoa@tbblic.org">carlsoa@tbblic.org</a></td>
</tr>
<tr>
<td>Jake Carlson</td>
<td>Purdue University</td>
<td><a href="mailto:jrcarlos@purdue.edu">jrcarlos@purdue.edu</a></td>
</tr>
<tr>
<td>Angela Carstensen</td>
<td>Convent of the Sacred Heart</td>
<td><a href="mailto:acarstensen@cshnyc.org">acarstensen@cshnyc.org</a></td>
</tr>
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<td>Blake Carver</td>
<td>LiShost.org</td>
<td><a href="mailto:btcarver@lisnews.com">btcarver@lisnews.com</a></td>
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<td>Christopher Case</td>
<td>University of Florida</td>
<td><a href="mailto:chris.case@ufl.edu">chris.case@ufl.edu</a></td>
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<tr>
<td>Gretchen Caserotti</td>
<td>Darien Library</td>
<td><a href="mailto:gcaserotti@darienlibrary.org">gcaserotti@darienlibrary.org</a></td>
</tr>
<tr>
<td>Frank Cervone</td>
<td>Purdue University Calumet</td>
<td><a href="mailto:fcerrone@purduecal.edu">fcerrone@purduecal.edu</a></td>
</tr>
<tr>
<td>Shian-Chih Chang</td>
<td>Georgetown University</td>
<td><a href="mailto:slc72@georgetown.edu">slc72@georgetown.edu</a></td>
</tr>
<tr>
<td>Yu-Hui Chen</td>
<td>University at Albany</td>
<td><a href="mailto:ychen@uamail.albany.edu">ychen@uamail.albany.edu</a></td>
</tr>
<tr>
<td>Michael Chesnes</td>
<td>NASA Goddard Space Flight Center</td>
<td><a href="mailto:Michael.J.Chesnes@nasa.gov">Michael.J.Chesnes@nasa.gov</a></td>
</tr>
<tr>
<td>Dudee Chiang</td>
<td>Jet Propulsion Laboratory</td>
<td><a href="mailto:duddee.chiang@jpl.nasa.gov">duddee.chiang@jpl.nasa.gov</a></td>
</tr>
<tr>
<td>Ronalee Ciocco</td>
<td>Gettysburg College</td>
<td><a href="mailto:rciocco@gettysburg.edu">rciocco@gettysburg.edu</a></td>
</tr>
<tr>
<td>Jason Clark</td>
<td>Montana State University Libraries</td>
<td><a href="mailto:jaclark@montana.edu">jaclark@montana.edu</a></td>
</tr>
<tr>
<td>Margaret Clark</td>
<td>FSU College of Law Research Center</td>
<td><a href="mailto:mcclark@law.fsu.edu">mcclark@law.fsu.edu</a></td>
</tr>
<tr>
<td>Mitzi Cole</td>
<td>NASA Goddard Space Flight Center</td>
<td><a href="mailto:mitzi.m.cole@nasa.gov">mitzi.m.cole@nasa.gov</a></td>
</tr>
<tr>
<td>Maurice Coleman</td>
<td>Harford County Public Library</td>
<td><a href="mailto:colemanm@hcpionline.info">colemanm@hcpionline.info</a></td>
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</tr>
<tr>
<td>John Coogan</td>
<td>University of Maryland University College</td>
<td><a href="mailto:jcoogan@umuc.edu">jcoogan@umuc.edu</a></td>
</tr>
<tr>
<td>Michael Crandall</td>
<td>University of Washington</td>
<td><a href="mailto:mikecran@u.washington.edu">mikecran@u.washington.edu</a></td>
</tr>
<tr>
<td>James Crawford</td>
<td>Google Books</td>
<td><a href="mailto:jmcic@gmail.com">jmcic@gmail.com</a></td>
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<tr>
<td>Anna Creech</td>
<td>University of Richmond</td>
<td><a href="mailto:acreech@richmond.edu">acreech@richmond.edu</a></td>
</tr>
<tr>
<td>Bianca Crowley</td>
<td>Smithsonian Institution</td>
<td><a href="mailto:crowleyb@si.edu">crowleyb@si.edu</a></td>
</tr>
<tr>
<td>Nancy Czech</td>
<td>San Jose State University</td>
<td><a href="mailto:nancycezech@aol.com">nancycezech@aol.com</a></td>
</tr>
<tr>
<td>Sujay Darji</td>
<td>SWETS</td>
<td><a href="mailto:sdarji@us.swets.com">sdarji@us.swets.com</a></td>
</tr>
<tr>
<td>Patricia Dawson</td>
<td>Rider University</td>
<td><a href="mailto:pdawson@rider.edu">pdawson@rider.edu</a></td>
</tr>
<tr>
<td>Jim DelRosso</td>
<td>Cornell University</td>
<td><a href="mailto:jdd10@cornell.edu">jdd10@cornell.edu</a></td>
</tr>
<tr>
<td>Mike Demars</td>
<td>California State University, Fullerton</td>
<td><a href="mailto:mdemars@fullerton.edu">mdemars@fullerton.edu</a></td>
</tr>
<tr>
<td>Kathy Dempsey</td>
<td>Marketing Library Services newsletter</td>
<td><a href="mailto:kdempsey@infotoday.com">kdempsey@infotoday.com</a></td>
</tr>
<tr>
<td>Ying Ding</td>
<td>Indiana University</td>
<td><a href="mailto:dingyin@indiana.edu">dingyin@indiana.edu</a></td>
</tr>
<tr>
<td>Tamas Doszkocs</td>
<td>National Library of Medicine</td>
<td><a href="mailto:doszkocs@nlm.nih.gov">doszkocs@nlm.nih.gov</a></td>
</tr>
<tr>
<td>Ellen Druda</td>
<td>Half Hollow Hills Community Library</td>
<td><a href="mailto:edruda@suffolk.lib.ny.us">edruda@suffolk.lib.ny.us</a></td>
</tr>
<tr>
<td>Amy Dumouchel</td>
<td>Suffolk University</td>
<td><a href="mailto:amydumouchel@gmail.com">amydumouchel@gmail.com</a></td>
</tr>
<tr>
<td>Jane Dysart</td>
<td>Dysart &amp; Jones Associates</td>
<td><a href="mailto:jane@dyarsartjones.com">jane@dyarsartjones.com</a></td>
</tr>
<tr>
<td>Charles Early</td>
<td>NASA Goddard Space Flight Center</td>
<td><a href="mailto:Charles.T.Early@nasa.gov">Charles.T.Early@nasa.gov</a></td>
</tr>
<tr>
<td>Naomi Eichenlaub</td>
<td>Ryerson University</td>
<td><a href="mailto:neichen@ryerson.ca">neichen@ryerson.ca</a></td>
</tr>
<tr>
<td>Nicole Engard</td>
<td>ByWater Solutions</td>
<td><a href="mailto:nengard@gmail.com">nengard@gmail.com</a></td>
</tr>
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<td>Amanda Etches-Johnson</td>
<td>University of Guelph</td>
<td><a href="mailto:etchesjohnson@gmail.com">etchesjohnson@gmail.com</a></td>
</tr>
<tr>
<td>Darlene Fichter</td>
<td>University of Saskatchewan</td>
<td><a href="mailto:darlene.fichter@usask.ca">darlene.fichter@usask.ca</a></td>
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<td>Dean Frey</td>
<td>Red Deer Public Library</td>
<td><a href="mailto:dfrey@rdpl.org">dfrey@rdpl.org</a></td>
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<td>American University</td>
<td><a href="mailto:kfroslid@american.edu">kfroslid@american.edu</a></td>
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<td>Li Fu</td>
<td>University of Maryland University College</td>
<td><a href="mailto:lfu@umuc.edu">lfu@umuc.edu</a></td>
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<td>Laine Gabel</td>
<td>Ryerson University</td>
<td><a href="mailto:laine.gabel@ryerson.ca">laine.gabel@ryerson.ca</a></td>
</tr>
<tr>
<td>Richard Geiger</td>
<td>Information Consultant</td>
<td><a href="mailto:rggeiger@comcast.net">rggeiger@comcast.net</a></td>
</tr>
<tr>
<td>Susan Geiger</td>
<td>Moreau Catholic High School</td>
<td><a href="mailto:sgeiger@moreaucatholic.org">sgeiger@moreaucatholic.org</a></td>
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<tr>
<td>Carol Anne Germain</td>
<td>University at Albany</td>
<td><a href="mailto:cg219@albany.edu">cg219@albany.edu</a></td>
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<tr>
<td>Kevin Gilbertson</td>
<td>Wake Forest University</td>
<td><a href="mailto:gilberkm@wfu.edu">gilberkm@wfu.edu</a></td>
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<tr>
<td>Lisa Goddard</td>
<td>Memorial University of Newfoundland</td>
<td><a href="mailto:lgoddard@mun.ca">lgoddard@mun.ca</a></td>
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<tr>
<td>Krista Godfrey</td>
<td>McMaster University</td>
<td><a href="mailto:godfrey@mcmaster.ca">godfrey@mcmaster.ca</a></td>
</tr>
<tr>
<td>Jeremy Gottwig</td>
<td>NASA Goddard Space Flight Center</td>
<td><a href="mailto:Jeremy.M.Gottwig@nasa.gov">Jeremy.M.Gottwig@nasa.gov</a></td>
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<td>Jean Graef</td>
<td>The Montague Institute</td>
<td><a href="mailto:jeangraef@montague.com">jeangraef@montague.com</a></td>
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<td>Suzanne Graham</td>
<td>University of Georgia School of Law Library</td>
<td><a href="mailto:sgraham@uga.edu">sgraham@uga.edu</a></td>
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<td>Inmagic, Inc.</td>
<td><a href="mailto:Phillip.Green@Inmagic.com">Phillip.Green@Inmagic.com</a></td>
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<td>Lisa Gregory</td>
<td>State Library of North Carolina</td>
<td><a href="mailto:lisa.gregory@ncdcr.gov">lisa.gregory@ncdcr.gov</a></td>
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<tr>
<td>Jason Griffey</td>
<td>University of Tennessee at Chattanooga</td>
<td><a href="mailto:jason-griffey@utc.edu">jason-griffey@utc.edu</a></td>
</tr>
<tr>
<td>Kimberly Griggs</td>
<td>Oregon State University Libraries</td>
<td><a href="mailto:kim.griggs@oregonstate.edu">kim.griggs@oregonstate.edu</a></td>
</tr>
<tr>
<td>Susan Grigsby</td>
<td>Fulton County Schools</td>
<td><a href="mailto:grigsby@fultonschools.org">grigsby@fultonschools.org</a></td>
</tr>
<tr>
<td>Abigail Grothe</td>
<td>U.S. Library of Congress</td>
<td><a href="mailto:abgr@loc.gov">abgr@loc.gov</a></td>
</tr>
<tr>
<td>Chad Haefele</td>
<td>UNC Chapel Hill</td>
<td><a href="mailto:chad.haefele@gmail.com">chad.haefele@gmail.com</a></td>
</tr>
<tr>
<td>Gali Halevi</td>
<td>Elsevier</td>
<td><a href="mailto:gali@comcast.net">gali@comcast.net</a></td>
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<tr>
<td>Colleen Harris</td>
<td>University of Tennessee – Chattanooga</td>
<td><a href="mailto:colleen_harris@ncsu.edu">colleen_harris@ncsu.edu</a></td>
</tr>
<tr>
<td>Frances Harris</td>
<td>University Laboratory High School</td>
<td><a href="mailto:francey@illinois.edu">francey@illinois.edu</a></td>
</tr>
<tr>
<td>Cynthia Hart</td>
<td>Virginia Beach Public Library</td>
<td><a href="mailto:chart@vbgov.com">chart@vbgov.com</a></td>
</tr>
<tr>
<td>Jamie Helgren</td>
<td>Library Research Service</td>
<td><a href="mailto:Helgren_J@cde.state.co.us">Helgren_J@cde.state.co.us</a></td>
</tr>
<tr>
<td>Brian Herzog</td>
<td>Chelmsford Public Library</td>
<td><a href="mailto:brian@herzogbr.net">brian@herzogbr.net</a></td>
</tr>
<tr>
<td>Cindi Hickey</td>
<td>State Library of Kansas</td>
<td><a href="mailto:chickey@kslib.info">chickey@kslib.info</a></td>
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<td>Nate Hill</td>
<td>San Jose Public Library</td>
<td><a href="mailto:nate.hill@gmail.com">nate.hill@gmail.com</a></td>
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<td>Ran Hock</td>
<td>Online Strategies</td>
<td><a href="mailto:ran@onstrat.com">ran@onstrat.com</a></td>
</tr>
<tr>
<td>David Hoffman</td>
<td>Information Today, Inc.</td>
<td><a href="mailto:hoffman@infotoday.com">hoffman@infotoday.com</a></td>
</tr>
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<tr>
<th>Speaker Name</th>
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</tr>
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<td>Melissa Hofmann</td>
<td>Rider University</td>
<td><a href="mailto:mhofmann@rider.edu">mhofmann@rider.edu</a></td>
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<td>Sarah Houghton-Jan</td>
<td>San Rafael Public Library</td>
<td><a href="mailto:librarianinblack@gmail.com">librarianinblack@gmail.com</a></td>
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<td>Jessica Howard</td>
<td>Gettysburg College</td>
<td><a href="mailto:jhoward@gettysburg.edu">jhoward@gettysburg.edu</a></td>
</tr>
<tr>
<td>Karen Huffman</td>
<td>National Geographic Society</td>
<td><a href="mailto:khuffman@ngs.org">khuffman@ngs.org</a></td>
</tr>
<tr>
<td>Richard Hulser</td>
<td>Natural History Museum of Los Angeles County</td>
<td><a href="mailto:rhulser@nhm.org">rhulser@nhm.org</a></td>
</tr>
<tr>
<td>Brian Hulsey</td>
<td>Columbus State University</td>
<td><a href="mailto:hulsey.brian@gmail.com">hulsey.brian@gmail.com</a></td>
</tr>
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<td>Jill Hurst-Wahl</td>
<td>Syracuse University</td>
<td><a href="mailto:jahurst@syr.edu">jahurst@syr.edu</a></td>
</tr>
<tr>
<td>Terence Huwe</td>
<td>University of California—Berkeley</td>
<td><a href="mailto:thuwe@library.berkeley.edu">thuwe@library.berkeley.edu</a></td>
</tr>
<tr>
<td>Melissa Jacobs-Israel</td>
<td>New York City Department of Education</td>
<td><a href="mailto:mjacobs7@schools.nyc.gov">mjacobs7@schools.nyc.gov</a></td>
</tr>
<tr>
<td>Dan Jakubek</td>
<td>Ryerson University</td>
<td><a href="mailto:djakubek@ryerson.ca">djakubek@ryerson.ca</a></td>
</tr>
<tr>
<td>Rosemarie Jerome</td>
<td>Half Hollow Hills Community Library</td>
<td><a href="mailto:rjerome@suffolk.lib.ny.us">rjerome@suffolk.lib.ny.us</a></td>
</tr>
<tr>
<td>Margeaux Johnson</td>
<td>University of Florida</td>
<td><a href="mailto:margeaux@ufl.edu">margeaux@ufl.edu</a></td>
</tr>
<tr>
<td>Rebecca Jones</td>
<td>Dysart &amp; Jones Associates</td>
<td><a href="mailto:rebecca@dysartjones.com">rebecca@dysartjones.com</a></td>
</tr>
<tr>
<td>Laurie Kaplan</td>
<td>Serials Solutions</td>
<td><a href="mailto:laurie.kaplan@serialssolutions.com">laurie.kaplan@serialssolutions.com</a></td>
</tr>
<tr>
<td>Dick Kaser</td>
<td>Information Today, Inc.</td>
<td><a href="mailto:kaser@infoloday.com">kaser@infoloday.com</a></td>
</tr>
<tr>
<td>Bohyun Kim</td>
<td>Florida International University</td>
<td><a href="mailto:kimbl@fiu.edu">kimbl@fiu.edu</a></td>
</tr>
<tr>
<td>David Lee King</td>
<td>Topeka &amp; Shawnee County Public Library</td>
<td><a href="mailto:davidleekeing@gmail.com">davidleekeing@gmail.com</a></td>
</tr>
<tr>
<td>Jennifer Koerber</td>
<td>Boston Public Library</td>
<td><a href="mailto:jennifer.koerber@gmail.com">jennifer.koerber@gmail.com</a></td>
</tr>
<tr>
<td>Oleg Kreymer</td>
<td>The Metropolitan Museum of Art</td>
<td><a href="mailto:oleg.kreymer@metmuseum.org">oleg.kreymer@metmuseum.org</a></td>
</tr>
<tr>
<td>Ellyssa Kroski</td>
<td>Barnard College Library</td>
<td><a href="mailto:ellyssakroski@yahoo.com">ellyssakroski@yahoo.com</a></td>
</tr>
<tr>
<td>Leslie Lees</td>
<td>ebrary</td>
<td><a href="mailto:leslie@ebrary.com">leslie@ebrary.com</a></td>
</tr>
<tr>
<td>Elizabeth Levy</td>
<td>Children's Author</td>
<td><a href="mailto:lizmys@aol.com">lizmys@aol.com</a></td>
</tr>
<tr>
<td>Zeth Lietzau</td>
<td>Library Research Service</td>
<td><a href="mailto:lietzau_z@cde.state.co.us">lietzau_z@cde.state.co.us</a></td>
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<td>Dover Town Library</td>
<td><a href="mailto:riervgood@minlib.net">riervgood@minlib.net</a></td>
</tr>
<tr>
<td>Andrew Lokie</td>
<td>Missouri State University</td>
<td><a href="mailto:andrewlokie@missouristate.edu">andrewlokie@missouristate.edu</a></td>
</tr>
<tr>
<td>Pascal Lupien</td>
<td>University of Guelph</td>
<td><a href="mailto:plupien@uoguelph.ca">plupien@uoguelph.ca</a></td>
</tr>
<tr>
<td>Jon Lutz</td>
<td>FSU College of Law Research Center</td>
<td><a href="mailto:jlutz@law.fsu.edu">jlutz@law.fsu.edu</a></td>
</tr>
<tr>
<td>Chad Mairn</td>
<td>St. Petersburg College</td>
<td><a href="mailto:mairn.chad@spcollege.edu">mairn.chad@spcollege.edu</a></td>
</tr>
<tr>
<td>Katherine Makens</td>
<td>Durham County Libraries</td>
<td><a href="mailto:kmakens@durhamcountync.gov">kmakens@durhamcountync.gov</a></td>
</tr>
<tr>
<td>Michelle Manafy</td>
<td>Free Pint, Limited</td>
<td><a href="mailto:michelle.manafy@freepint.com">michelle.manafy@freepint.com</a></td>
</tr>
<tr>
<td>Greta Marlatt</td>
<td>Naval Postgraduate School</td>
<td><a href="mailto:gmarlatt@nps.edu">gmarlatt@nps.edu</a></td>
</tr>
<tr>
<td>Jeffrey Marzluft</td>
<td>Phillips Academy</td>
<td><a href="mailto:jmarzluft@andover.edu">jmarzluft@andover.edu</a></td>
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<td>Laura Matheson</td>
<td>BC Securities Commission</td>
<td><a href="mailto:lmmatheson@bcsc.bc.ca">lmmatheson@bcsc.bc.ca</a></td>
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<td>Ryerson University</td>
<td><a href="mailto:gmccarthy@ryerson.ca">gmccarthy@ryerson.ca</a></td>
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<td>Joe McKendrick</td>
<td>Unisphere Research, A Division of Information Today, Inc.</td>
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<td>ACES</td>
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<td>Melissa Miller</td>
<td>Array Information Technologies</td>
<td><a href="mailto:Miller.melissa@dol.gov">Miller.melissa@dol.gov</a></td>
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<tr>
<td>Anne Mintz</td>
<td>DeskSet Intelligence</td>
<td><a href="mailto:annepmintz@yahoo.com">annepmintz@yahoo.com</a></td>
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<td>Emily Mitchell</td>
<td>Ferris State University</td>
<td><a href="mailto:mitchee3@ferris.edu">mitchee3@ferris.edu</a></td>
</tr>
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<td>Joe Murphy</td>
<td>Yale University</td>
<td><a href="mailto:joseph.murphy@yale.edu">joseph.murphy@yale.edu</a></td>
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<td><a href="mailto:smichol@syr.edu">smichol@syr.edu</a></td>
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<td><a href="mailto:roldham@uoguelph.ca">roldham@uoguelph.ca</a></td>
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<tr>
<td>Samara Omundson</td>
<td>Waggener Edstrom Worldwide</td>
<td><a href="mailto:somundson@waggeneredstrom.com">somundson@waggeneredstrom.com</a></td>
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Sabrina Pacifici  
LLRX.com and beSpacific.com  
spacific@gmail.com

Angie Paterek  
Rocky River Public Library  
apaterek@rrpl.org

Amy Pawlowski  
Cleveland Public Library  
amy.pawlowski@cpl.org

Laura Pearle  
Hackley School  
lpearle@gmail.com

Marcy Phelps  
Phelps Research  
MPhelps@PhelpsResearch.com

Sue Polanka  
Wright State University Libraries  
sue.polanka@wright.edu

Danielle Pollock  
Sandia National Laboratories  
depollo@sandia.gov

Lauren Pressley  
Wake Forest University  
lauren@laurenpressley.com

Gary Price  
ThelInfExpress & FullTextReports  
gprice@gmail.com

Jason Puckett  
Georgia State University Library  
pjuckett@gsu.edu

Lee Rainie  
Pew Research Center's Internet & American Life Project  
lainie@pewinternet.org

Erica Reynolds  
Johnson County Library  
reyndolse@jocolibrary.org

Regina Reynolds  
Library of Congress  
rrrey@loc.gov

Tonia Reynolds-Pope  
NASA Goddard Space Flight Center  
tonia.r.reynolds-pope.nasa.gov

Jennifer Ricker  
State Library of North Carolina  
jennifer.ricker@ncdcr.gov

Bonnie Roalsen  
Dover Town Library  
wizardhere@gmail.com

Keith Rocci  
Washburn University  
keith.rocci@washburn.edu

Alex Rockwell  
University of Florida  
alexhr@ufl.edu

Rich Rosy  
Ingram Content Group Inc.  
rich.rosy@ingramcontent.com

Ghislaine Sabbagh  
Array Information Technologies  
Sabbagh.ghislaine@dol.gov

Michael Sauers  
Nebraska Library Commission  
michael.sauers@nebraska.gov

Donna Scheeder  
Library of Congress  
dscheeder@crs.loc.gov

Paul Schirle  
Library of Congress  
puschirle@crs.loc.gov

Aaron Schmidt  
Influx Library User Experience  
librarian@gmail.com

Sue Scott  
Marlboro Free Library  
sscott@marlboroibrary.org

Paul Signorelli  
Paul Signorelli & Associates  
paul@paulsignorelli.com

Katherine Simpson  
American University  
mich@american.edu

Sara Snyder  
Smithsonian Institution  
snyders@si.edu

Laura Solomon  
Ohio Public Library Information Network (OPLIN)  
laura@oplín.org

Hannah Sommers  
National Public Radio  
hsommers@npr.org

Bill Spence  
Information Today, Inc.  
spence@infotoday.com

Carolyn Starkey  
Alabama State University  
admin@gojo-starkey.com

Wendy Stephens  
Buckhorn High School  
wstephens@madison.k12.al.us

Jodi Stiles  
NPS Center for Homeland Defense and Security  
jstiles@nps.edu

Curt Tagtmeier  
Fremont Public Library  
chtagtmeier@fremontlibrary.org

Roy Tennant  
OCLC Online Computer Library Center  
tennantr@oclc.org

JD Thomas  
Information Today, Inc.  
jthomas@infotoday.com

Lisa Thomas  
Southern Connecticut State University  
thomas.10@southernct.edu

Cindi Trainor  
Eastern Kentucky University  
cindiantinn@gmail.com

Tiffini Travis  
California State University—Long Beach  
ttavis@csulb.edu

Weina Wang  
Ryerson University  
weina.wang@ryerson.ca

Emily Wheeler  
Waggener Edstrom Worldwide  
emilyw@waggeneredstrom.com

Janel White  
National Public Radio  
jwhite@npr.org

Melissa Widner  
Jasper County Public Library  
melwidner@gmail.com

Thomas Wilson  
Unisphere Research, A Division of Information Today, Inc.  
tom@dolta.com

Jeff Wisniowski  
University of Pittsburgh  
jeffw@pitt.edu

Cathy Wolford  
DALNET  
cwolford@wayne.edu

Sharon Yang  
Rider University  
yangs@rider.edu

Laurel Yatsko  
Information International Associates, Inc.  
yatsko.laurie@dal.gov

Alexandra Zealand  
Arlington Public Library  
aazeland@arlingtonva.us

Boris Zetterlund  
Axiell Library Group  
bz@axiell.com
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Monday, March 21...........9:45 a.m. – 5:45 p.m.
Tuesday, March 22...........9:45 a.m. – 4:00 p.m.
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