The Internet Conference and Exhibition for Librarians and Information Managers

Transformational Power of Internet Librarians: Promise & Prospect

October 22–24, 2012
Monterey Conference Center
Portola Hotel & Spa | Monterey Marriott
Monterey, California

Incorporating
INTERNET@SCHOOLS Track
October 22–23

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Information Today, Inc.
Transformational Power of Internet Librarians: Promise & Prospect

Internet Café
Visit the Internet Café in the Exhibit Hall during regular exhibit hours to check your email.

Exhibit Hours
Monday, Oct. 22 5:00 p.m. – 6:30 p.m.
Tuesday, Oct. 23 9:45 a.m. – 3:30 p.m.
Wednesday, Oct. 24 9:45 a.m. – 1:30 p.m.

Free Cybertours!
Our popular information-rich cybertours are featured in the Exhibit Hall on Tuesday and Wednesday! A wide range of topics includes tools for teaching, free Web 2.0 resources, security, power networking, and more. See pages 22-23 for details.

A Day of Workshops!
Pre-conference workshops on Sunday, October 21 and Monday, October 22 include two full-day academies, Searchers Academy and Web Managers Academy: Usability & UX, two Drupal workshops, two tech planning workshops, a learning symposium, tech skills and web developers boot camps, teen library users, mobile development, and more. See pages 6-8 for details.

Conference Presentations & CD-ROMs
Copies of the speaker slides are available for downloading from the conference website http://www.infotoday.com/il2012/Presentations.asp. Username/Password: il2012/il2012

Tuesday Evening Session
Transforming Roles: What Do You Want to Be?
7:30 p.m. – 9:00 p.m. DeAnza I & II (Portola)
Moderated by Donna Scheeder, Congressional Research Service
Nicole Engard, Author
Scott Brown, Social Information Group, & Author
Cecily Walker, Web Service Librarian, & Renee Chalut, Assistant Manager, Information Services & Training, Vancouver Public Library

Sunrise Sessions!
Building on Library Camp Monterey held for the last few years at the Monterey Public Library, we are starting a new series of discussions on Tuesday morning from 8:00 a.m. – 8:45 a.m. So grab some breakfast outside the keynote room in the Marriott, and join the sunrise sessions on the top floor of the conference center (take the bridge over the road to make it faster!). See page 8 for details.
**MONDAY, OCTOBER 22**

**COFFEE BREAK**

**TRACK D | DeAnza I & II (Portola)**

**LIBRARY ISSUES & CHALLENGES**

- Public Access & Library Tech Benchmarks
- Open Source Trends & Issues

**LUNCH BREAK**

- Engaging & Inspiring Staff
- Dig Deeper: Hot Topic Discussions
- Starting a New Library in the Google Age
- The Next Big Thing

**D302 D304 D303 D301**

**D106 D105 D104 D101**

**GRAND OPENING RECEPTION | In the Exhibit Hall**

**TUESDAY, OCTOBER 23**

**COFFEE BREAK**

**TRACK D | DeAnza I & II (Portola)**

**CREATIVE APPROACHES & COLLABORATIONS**

- Retail & Technology Trends: Service Explosions
- Tomorrow’s Digital Library Today

**TRACK E | Ferrante (Conference Center)**

**INTERNET@SCHOOLS**

- The Play, the Playwright, and Your Scene: Using Google Docs, etc.
- Digital Citizenship OMG!! ... Who Posted That?

**LUNCH BREAK**

- Innovative, Awesome Services & Spaces!
- Artificial Intelligence: Transforming Reference
- Library as Content Creator

**D205 D204 D203 D202 D201**

**D106 D105 D104 D101**

**TUESDAY EVENING SESSION | DeAnza I & II (Portola) | Transforming Roles**

**WEDNESDAY, OCTOBER 24**

**COFFEE BREAK**

**TRACK D | DeAnza I & II (Portola)**

**PLAN & MARKET FOR RESULTS**

- Marketing on the Edge
- Future-Focused Academic Planning

**TRACK E | Ferrante (Conference Center)**

**ENGLISH PEOPLES**

- Coaching & Mentoring
- Who’s Zoomin’ Who? Crowdsourcing Ups and Downs

**LUNCH BREAK**

- Propel Your Message!
- Project Management for Web-Based Initiatives

**D301 D302 D303**

**E301 E302 E303**

**Closing Keynote | Steinbeck Forum (Conference Center) | Reinventing Spaces & Places**

**Conference At-A-Glance**

**Preconference Workshops**

**SUNDAY, OCTOBER 21**

9:00 a.m. – 4:30 p.m.

- **W1** Searchers Academy
- **W2** Web Managers Academy: Usability & User Experience (UX)

**9:00 a.m. – 12:00 p.m.**

- **W3** Measures That Perform
- **W4** Tech Skills Boot Camp
- **W5** Drupal Basics
- **W6** Technology Strategy Planning
- **W7** Web Developers Boot Camp
- **W8** Influence Your Way to Successful Initiatives
- **W9** Guerilla Tech: Subversive Tech Adoption & Deployment
- **W10** Learning Symposium: Building Staff Skills & Strengths

**1:30 p.m. – 4:30 p.m.**

- **W11** Self-Directed Futures Planning
- **W12** Teen Library Users: Engaging the Next Generation
- **W13** Drupal: Next Steps
- **W14** Technology Planning: What’s on Your Horizon
- **W15** Best Practices in Mobile Development: Building Your First jQuery Mobile App
- **W16** Screencasting for Librarians: Video Tutorials for Online Instruction
- **W17** Course Redesign: Partnerships & Tips
- **W19** WordPress for Library Websites: Advanced
- **W20** DIY Training: Needs Analysis, Open Source Solutions, & Program Evaluation

**Sunday Evening Program**

**Games, Gadgets, & Maker Spaces: Transforming Our Libraries**

5:30 p.m. – 7:30 p.m. | DeAnza I (Portola)

Join our gamers and gadget lovers for an evening of fun, playing, and learning. See how you can transform your thinking, your programs, and your spaces with the latest games, gadgets, and programs. Led by Erik Boekensteijn, Jaap van de Geer, and Brian Pichman, come and enjoy the networking, learning, but most of all the laughing! Refreshments included.

**Tuesday Sunrise Sessions**

Building on Library Camp Monterey held for the last few years at the Monterey Public Library, we are starting a new series of discussions on Tuesday morning from 8:00 a.m. – 8:45 a.m. So grab some breakfast outside the keynote room in the Marriott, and join the sunrise sessions on the top floor of the conference center (take the bridge over the road to make it faster!). See page 8 for details.
Using the Web to Find Local Business and Market Information

New resources and tools. Academy topics include the following:

- **Searchers Academy**
  
  **W1**
  
  **Searchers Academy**
  
  **Mary Ellen Bates, Principal, Bates Information Services, Inc.**
  **Greg Notess, Reference Team Leader, Montana State University**
  **Gary Price, Co-Founder, INFOdocket & FullTextReports**
  **Marcy Phelps, President, Phelps Research, & Author, Research on Main Street**
  
  Using the Web to Find Local Business and Market Information
  
  **Barbie Keiser, President, Barbie E. Keiser, Inc.**
  
  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.

**Web Managers Academy:**

**W2**

**Web Managers Academy: Usability & Users Experience (UX)**

**Darlene Fichter, GovInfo Librarian, University of Saskatchewan**
**Jeff Wisniewski, Web Services Librarian, University of Pittsburgh**
**Marshall Breeding, Library Technology Guides**
**Frank Cervone, Vice Chancellor for Information Services & Chief Information Officer, Purdue University Calumet**

Interested in improving your library website and reframing your digital presence from the point of view of the user? This lively, high-level and interactive workshop shares practical ways to assess, design, and improve your online properties for maximum user friendliness. Immerse yourself in this in-depth workshop led by experts and practitioners that incorporates an overview of usability tools and techniques, takes a look at the latest research on designing for a positive user experience, provides tons of tips and tricks to help you avoid common usability and UX pitfalls, and discusses other useful measurement and assessment tools to help you better understand your users.

**Measures That Perform**

**W3**

**Measures That Perform**

**Rebecca Jones, Principal, Dysart & Jones Associates**

**Moe Hosseini-Ara, Director, Service Excellence, Markham Public Library**

What’s a meaningful measure, a measure that really “performs”? It’s a measure that matters to your decision makers and demonstrates that your services are making a meaningful difference to the library’s community, campus, or organization. While Jones has yet to find that “one” magic performance measure during 30 years of working in this sector, she has found, through work with government, academic, public, and corporate libraries, an approach and framework to successfully identify, manage, and communicate measures meaningful to decision makers. Workshop leaders discuss today’s useful measures for communicating value and for operational and management purposes. They work with attendees to apply the framework and examples to their situations.

**Tech Skills Boot Camp**

**W4**

**Tech Skills Boot Camp**

**Deborah Hunt, Principal, Information Edge**

**David Grossman, History Room & Reference Librarian, Mill Valley Public Library**

As the economy rebounds from one of the worst recessions on record, libraries are hiring again, and new job opportunities are on the rise. In addition, there are countless career options outside the library realm in document management, digital asset management, and more. These new opportunities require an in-depth technical and management knowledge and the ability to harness the internet, social media, epublications, digitization and many other emerging technologies. Join our speakers for an update and leave with a set of new tools and a personalized road map to acquire these critical, technology-based skills to capitalize on the economic recovery and new opportunities.

**Drupal Basics**

**W5**

**Drupal Basics**

**Sean Fitzpatrick, Drupal Specialist, LISHost.org**

This intensive, hands-on workshop is for new and novice Drupal users. It covers Drupal 6 and 7 skills, including installation, configuration, core functions, and theme development. This introductory workshop touches on most every aspect of the core Drupal framework:

- **How to install Drupal and all the modules that a common site would use**
- **Adding, editing, and moderating content**
- **Creating user accounts and understanding Drupal’s permissions system**
- **Setting up menus and other design elements on a page**
- **Creating human-readable URLs**
- **Categorizing content using Drupal’s taxonomy system**
- **Editing your own Drupal theme**
- **BRING YOUR LAPTOP, and at the end of this Drupal day, you’ll have a simple but complete Drupal site.**

**Technology Strategy Planning**

**W6**

**Technology Strategy Planning**

**Richard Hulser, Chief Librarian, Natural History Museum Los Angeles County**

Struggling with the variety of technologies available and how they could best be used to achieve your objectives? Want to know how to incorporate social networking, mobile apps, cloud computing, and other “latest-greatest” with proven core tools and information services? Join former IBM consultant Hulser and understand the elements of technology strategy planning and how to apply them. Learn how to create a strategic plan for your library, enabling effective use of technologies for your organizational needs. Bring your real-world issues and challenges and learn how to identify key elements of your current environment and organizational structure with an eye toward addressing needs. Tools for gaining approval to move forward are also explored.

**Web Developers Boot Camp**

**W7**

**Web Developers Boot Camp**

**Amanda Hollister, Systems Librarian, Broome Community College**

**Jason Clark, Digital Initiatives Librarian, Digital Access & Web Services, Montana State University Libraries**

Are you a solo web developer with an interest in learning basic web scripting? A newbie thrown into your library web programming role because nobody else raised their hand? Somebody with a little more experience but always looking to improve your programming skills? This workshop is for you. Speakers work through the basics of web programming and highlight resources to continue learning. Their emphasis is on mashups and web services as a means to practice these skills. Featured topics include REST and Structured Data (e.g., JSON); common programming routines and functions; building simple video widgets with the YouTube API; mapping data with Google Maps; and learning how JavaScript (jQuery) and PHP work together to create advanced search mashups with the WorldCat API. Note: Bring a laptop to play along with the examples, and have some familiarity with HTML and a scripting language.
W8  Influence Your Way to Successful Initiatives
Ken Haycock, Research Professor, Marshall School of Business, University of Southern California, & Senior Partner, Ken Haycock & Associates, Inc.

Why are some initiatives more successful than others? Why do some people have more sway than others? Why do our “advocacy” efforts so often go nowhere? There is an abundance of research into these and related questions, some done by researchers working with Ken Haycock’s international team looking at factors affecting decisions about library funding. Learn about the six key principles you should master to be successful in any political situation — and every situation is political! Filled with examples of positive use and lack of use of influence, the session gives you insights and strategies for moving ahead the project or initiative that is important to you and your organization or community.

W9  Guerilla Tech: Subversive Tech Adoption & Deployment
Kyle Jones, Doctoral student, University of Wisconsin-Madison’s School of Library & Information Studies
Jacob Hill, Reference Librarian, Elmhurst College

Technology adoption can be a painful process that becomes stuck in committee review, killed by naysayers and doubters who, even without experience or knowledge, deny it outright, or just not knowing where to start. The model used here was created to enable effective technology identification, adoption, and deployment—GuerillaTech. It is the practice of low-risk deployments of technology by small coalitions of library staff in risk-adverse cultures using principles of “intelligent failure” and new definitions of success. It has been the modus operandi of IT-support-focused library staff for several years, and it has proven to be a successful model for the deployment and adoption of all kinds of technologies. Used properly, this model is inexpensive, flexible, and takes the sting out of long-term commitment to technologies. Speakers share key elements in practice and provide hands-on experience in applying GuerillaTech to situational scenarios. They include illustrative examples of sample technology projects such as IM reference service/text messaging platforms, developing a library website with WordPress, and deploying a print management service.

Afternoon Workshops  1:30 p.m. – 4:30 p.m.

W11  Staff-Directed Futures Planning
Rebecca Jones, Principal, Dysart & Jones Associates
Mary Ann Mavrinac, Dean, River Campus Libraries, University of Rochester
Susan Senese, Associate Librarian, Research & Instruction, University of Toronto Mississauga

“Staff-engaged” planning has become the norm in many libraries. But the plans libraries are developing today are so transformational that, to be successfully implemented, staff must be fully integrated in the entire planning process. When planning is “staff-directed,” staff share in the learning, decision making and responsibilities of shaping a progressive, meaningful plan for all involved. The result is a transformative yet practical plan, and staff continue to grow their insights into trends impacting their academy and the Library’s critical role in the academy’s sustained success. This workshop walks participants through the steps of staff-directed planning, using the recent experiences of the University of Toronto’s Mississauga Library. Learn how this approach differs from staff-engaged planning, what works, and what to avoid. Leave this workshop with a draft process for your library that prepares staff at all levels to collaboratively plan the library’s foundation for future success.

W12  Teen Library Users: Engaging the Next Generation
Planned & facilitated by Stephen Abram, VP, Gale Cengage Learning
Susan Considine, Executive Director, The Fayetteville Free Library
Brian Pichman, Director, Informational Technology, Mokena Community Public Library District
Justin Hoenke, Teen Librarian at Portland Public Library, Maine
Patrick Sweeney, Branch Manager, San Mateo County Library
Teri Frederick, Executive Director, InfOhio

There are a ton of great ideas out there using new technologies and great content to attract and retain teen users in the library. This workshop demonstrates how guitars, video, 3D printing, laser tag, iPhone apps, and more can be tied to programs and library use to engage teens and attract them to the library in any community. And, just as important is how to tie this to their needs for homework help, social needs, and reading. The team of presenters is comprised of on-the-ground, in-the-field teen librarians who share their innovations and demonstrate what works and doesn’t work. Join this exciting and dynamic workshop and gain insights you can use in your community!

W13  Drupal: Next Steps
Amanda Hollister, Systems Librarian, Broome Community College

Know the basics of Drupal and want to take it to the next level? Need to get a handle on how views work and how to theme your site? Come learn how to build custom content types and how to display them with views. Put the finishing touches on your site with the panels module and custom themes. This is a hands-on workshop, so bring a laptop to advance and enhance your Drupal site!

W14  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.

Connect with attendees!

#internetLibrarian
W15 Best Practices in Mobile Development: Building Your First jQuery Mobile App
Chad Main, Information Services Librarian, St. Petersburg College
Jason Clark, Digital Initiatives Librarian, Digital Access & Web Services, Montana State University Libraries
By the end of 2012, it is expected that more than 80% of the world’s population will have access to a smartphone. Library users will assume that your library can be accessible from anywhere, at any time, and on any device. Now is the time to be ready! During this hands-on webinar, you learn the differences between native and web apps, understand the various technologies (HTML, CSS, JavaScript) and how they work together to build mobile web apps, gain hands-on experience using jQuery Mobile to develop a fully functional mobile-optimized web app, have access to a free web server so you can continue to work/test your project live on the web, continue to work with speakers so you can have a mentor during and after your project. Bring your laptop, mobile devices, tablets. …

W16 Screencasting for Librarians: Video Tutorials for Online Instruction
Greg Notess, Reference Team Leader, Montana State University, & Author, Screencasting for Libraries
Screencasts can be used to create quick online tutorials, record one-on-one instruction for reference, and be used for remote teaching. Explore software, techniques, and hosting options for quick video tutorials that demonstrate online library resources or anything else on the web or your desktop. New tools make it simple to create screencasts and share them online. Explore free and fee software such as Jing, Camtasia Studio, Screencast-O-Matic, and others along with hosting options ranging from Screencast.com to Screenr. Learn how to edit screencasts on YouTube, change the cover image, and host on your own web site or blog. In addition to gathering proven tips, techniques, and tricks for 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!

W17 Course Redesign: Partnerships & Tips
Tomalee Doan, Head Librarian, Humanities, Social Science, Education & Business Division, & Chantal Levesque-Bristol, Director, Center for Instructional Excellence, Purdue University
Donalea Attardo, Director, Instructional Development Center (IDC) in Academic Technologies, ITaP (Information Technology at Purdue)
Are student success and retention rates important at your institution? Purdue University fostered a unique partnership among Center for Instructional Excellence (CIE), Instructional Technology at Purdue (ITaP), and the Libraries to implement Instruction Matters: Purdue Academic Course Transformation (IMPACT). IMPACT focuses on course transformation/redesign of foundational courses, often delivered to freshman in large lectures, and typically challenging for today’s students. IMPACT is a funded program targeting redesign for 60 courses in several disciplines reaching all colleges at Purdue during a 3-year period. Support teams work with each instructor to create a student-centered and engaging, active learning environment. Workshop presenters discuss the use of technology to enhance student learning in the classroom as well as lessons learned from the first year.

W19 WordPress for Library Websites: Advanced
Nicole C. Engard, Vice President, Education, ByWater Solutions
Polly Farrington, PA Farrington Associates
Installing WordPress and creating a blog is simple, but what about creating your entire library site using WordPress? There is much more to WordPress than picking a pretty theme and adding a few posts. This workshop, geared toward librarians who have a basic understanding of WordPress, walks librarians through customizing their library websites with this tool. Attendees get hands-on experience that they can take back to their libraries to help redesign their websites, including how to find and install plugins, key plugins for turning WordPress into a powerful CMS, how to make minor edits to template files, configuring custom themes to meet their library’s needs, and using WordPress menus to organize pages and posts.

W20 DIY Training: Needs Analysis, Open Source Solutions, & Program Evaluation
Colleen Harris, Head of Access Services, University of Tennessee–Chattanooga
Ross Ian Vance, Training Manager, Support Seven
As libraries increasingly use technology to deliver additional services, skill gaps emerge in librarians and staff expected to deliver and support those services. It is the responsibility of library technologists to cover these gaps, often without a budget or knowledge of where to start. Attendees learn ways to assess the competencies required of their staff and determine any skill deficiencies in light of the services the library provides (or wants to provide in the future). They also learn how to select or create training initiatives to grow needed skills, and explore what open source tools can be used for training that best suits their library’s needs. Speakers demonstrate how to assess training initiatives to determine whether they are successful at developing increased competency as intended. The workshop offers a holistic view of training from needs analysis to formative and summative evaluation. Attendees should plan to bring laptop computers (or similar device).

Tuesday, October 23
8:00 a.m. – 8:45 a.m. • Conference Center
Publishing & Community Engagement
FACILITATOR: Cheryl Peltier-Davis, Archives & Digital Librarian, Nova Southeastern University & Author, Cybrarian’s Web
Thanks to new technologies, it has become easier for libraries to be more than content consumers and organizers; many are now content creators or partnering with others to create. Libraries also help communities disseminate their own information: offering writing workshops, sending teen groups out to photograph the city for a photoblog, or even by helping them publish their own stories. This open discussion looks at how libraries can support the publishing needs in their communities. Come share your experiences and learn from others.

Games & Community Engagement
FACILITATOR: John Maccabee, CityMystery, Novelist & San Francisco Public Library Board member
Engaging our communities and facilitating learning are fundamental to internet librarians in whatever community they are in — schools, public libraries, universities, enterprises, and government departments. Join our facilitator who is a former novelist, is passionate about games and learning, and understand libraries. He will start the conversation but knows a robust conversation will follow!
Opening Keynote

Transforming Knowledge in the Age of the Net
8:45 a.m. – 9:45 a.m.  San Carlos (Marriott)
David Weinberger, Senior Researcher, Harvard Berkman Centre for Internet & Society; Co-Director, Harvard Library Innovation Lab; Author, Too Big to Know

An industry watcher and participant for many years, Weinberger gets to the core of the transformations happening around us, especially with respect to the Net. One reviewer commented that this new book discusses “how the economics of data collection, storage, and transmission have profoundly altered not just how we look at expertise and knowledge, but even what we think of as ‘facts.’” Last year’s Internet Librarian keynote speaker, John Seely Brown, calls Weinberger, “one of the most important thinkers of the digital age. If you want to understand what it means to live in a world awash in information, Too Big to Know is the guide you’ve been looking for.” Be inspired by Weinberger’s ideas and big-picture perspective. Get new insights to apply to your network, community, and work for a successful and engaged future. Ensure that as internet librarians you are at the core of your customers’ activities in gathering and creating knowledge.

Coffee Break 9:45 a.m. – 10:15 a.m.

Track A  San Carlos (Marriott)

Ebook Biz & Libraries

This information-packed track brings together librarians, publishers, and innovators to discuss technology, trends, practices, and the business of ebooks that is consuming our thoughts as we navigate the changing landscape.

Moderated by Amy Buckland, McGill University Library

A101 Adventures With Econtent & Epublishing
10:15 a.m. – 11:00 a.m.
Hutch Tibbetts, Digital Services Librarian, Douglas County Libraries
Ken Roberts, retired Chief Librarian, Hamilton Public Library

Four of the “big six” publishers won’t sell ebooks to libraries in the U.S. at all, and two have unsustainable models. Conditions are even worse in Canada. Hear how two libraries set off in their own direction to discover ways to purchase content that their patrons desire, while encouraging publishers to work with libraries. Douglas County has signed contracts with more than a dozen publishers and is working with many more. Learn more about the way libraries are taking control of econtent and providing new ways to discover and utilize their collections.

A102 Publishers Update
11:15 a.m. – 12:00 p.m.
Scott Wasinger, Senior Director, Sales for E-books & Audiobooks, Ebsco Publishing
Stephen Abram, VP, Gale Cengage Learning

This session looks at various publishing models and shares the latest thinking and practices by leading publishers.

Lunch Break 12:00 p.m. – 1:15 p.m.

A103 Support Strategies: Staff Training & Micropublishing
1:15 p.m. – 2:00 p.m.
Kreg Hasagawa & Chrissy Knoelke, Librarians, Seattle Public Library (SPL)
Walt Crawford, Author, The Librarian’s Guide to Micropublishing

The digital collection, particularly the ebook collection, is the fastest-growing collection at most public libraries. At SPL, audio and ebooks are approximately 10% of the collections budget, and OverDrive circulation increased a dramatic 140% in 2011 to more than 327,000. With a quickly changing environment, the library has committed itself to providing deep and knowledgeable customer service to a wide range of patrons. The technical know-how is not only challenging to patrons but also staff. Hear about the library’s strategies including a redesign of webpages devoted to ebooks and downloads based on usability testing, the in-house creation of “Getting Started” guides; the development of new digital download classes; a pilot project for drop-in workshops at the branches; the use of a digital media blog for staff; and in-depth training for public services staff across the system. Crawford talks about alternatives to traditional publishing to support patron stories: family stories, personal reminiscences, teen poets, local issues, and history to enrich the community’s story, niche topics, and others that deserve permanence. He shows how libraries can help people organize and preserve those stories in book form and, in the process, strengthen community ties and the library’s role in it. Micropublishing, publishing print books in flexible quantities as small as one copy, with no up-front costs for libraries or patrons, is a growing trend. Hear more!

A104/A105 Ebook Economics & Trends
2:15 p.m. – 3:00 p.m. & 3:15 p.m. – 4:00 p.m.
Erik Adams, Electronic Resource Librarian, Sheppard, Mullin, Richter & Hampton
Elizabeth Altman, Library Web Services Coordinator;
Doris Heller, Sciences and Social Sciences Librarian;
Steve Kutay, Digital Services Librarian;
Mary Woodley, Collection Development Coordinator, California State University (CSU)—Northridge
Gerry McKiernan, Science & Technology Librarian, Iowa State University

Increasingly, libraries are clearing stacks to make way for flexible spaces suited to portable personal technology and replacing print holdings with electronic collections. The session begins with a case study of replacing annually purchased reference books with electronic books, includes an analysis of the economics, review of availability of materials, and a brief look at the difficulties of creating specialized ebooks to fill in gaps. The CSU group share the results of a survey to assess the use of e-reader and tablet devices, their adoption by students and faculty, as well as how frequently and in what environments they are being used for conducting research and completing course assignments. McKiernan looks at the current landscape for digital textbooks; the vendors, platforms and initiatives happening in this space; funding options; predictions; and more!

A106 Innovation in Ebooks
4:15 p.m. – 5:00 p.m.
Aaron Stanton, CEO, Novel Projects, Inc.

What’s next? Join this exciting session for a look at what’s in the works and what might rock our ebook world in the near future.

Exhibit Hall Grand Opening Reception 5:00 p.m. – 6:30 p.m.

IL in Motion

The Internet Librarian program is available in a mobile version and is an easy way to access everything you need during the event at any time.

Enter URL: http://m.libconf.com

Smartphone Users
Scan Here

Dine Arounds

Plan to meet your colleagues for dinner. See the bulletin board in the registration area.
TRACK B  Steinbeck Forum (Conference Center)

Transforming Web Presence

Get tips, ideas, and insights from our experienced and knowledgeable library webmasters who talk about redesign, implementation, learning about users, usability, and web analytics. Power up your engine, and fill up your webmaster toolbox. Find out what users’ expectations and perceptions of library’s online presence, and take home some best practices to get started.

Organized and moderated by Darlene Fichter, University of Saskatchewan

B101  Websites at the Next Level
10:15 a.m. – 11:00 a.m.
David Lee King, Director, Digital Services, Topeka & Shawnee County Public Library

Ever had that feeling there was something missing on your website, or something not quite right... but you couldn’t put your finger on it? In addition to the seven essential elements, King describes ways to take your library’s web presence to the next level. Leave with lots of insights and ideas to improve your library’s website!

B102  Building Usable & Accessible Sites
11:15 a.m. – 12:00 p.m.
Darlene Fichter, University of Saskatchewan
Danielle Becker, Web Librarian, Hunter College Libraries

Library websites are slowly transforming into powerful, and more importantly, easy-to-use tools. In order to develop the latter, it is essential to perform constant and consistent usability testing. Hear how one university is incorporating usability testing into new product roll outs and what the next steps are. Becker discusses usability testing at Hunter College and shares the key findings of its recent mobile technology study of 700-plus users that helped drive the design of a mobile library site and app.

LUNCH BREAK  12:00 p.m. – 1:15 p.m.

B103  Using Ethnographic Methods to Know Customers
1:15 p.m. – 2:00 p.m.
Katie Clark, Public Services & Collection Development, University of Rochester

Learn about the results of a multiyear ethnographic study of undergraduates comparing 2011 results with those of 2006. Study methods included retrospective interviews, photo surveys, and mapping diaries to refresh the data. Subteams investigated new questions, including: How do study groups work together? What devices and applications do students use? How do students learn the ropes? Hear the new observations and how these insights are improving library facilities and services in 2012.

B104  Web Analytics: Using Evidence for Improvement
2:15 p.m. – 3:00 p.m.
David Dahl, Information Technology Librarian, Towson University
Ryan Hess, Web Services Coordinator, DePaul University Libraries

Dahl champions opening up web usage statistics to everyone in the library. He shares ideas on how to plan for this culture change, tips for overcoming obstacles along the way, and strategies to work with rather than against a more empowered staff. Hess tackles a problem that many libraries face: how to create unified web statistics reports that include the library website, LibGuides, ContentDM, Google Search Appliance, and the library catalog. Learn how to deploy cross-domain Google Analytics code on your platforms, understand the benefits, and gain insights from his organization’s experiments, frustrations, and solutions.

B105  Drupal Nuggets: Themes, Modules, & Users
3:15 p.m. – 4:00 p.m.
Anne Platoff, Web Services Librarian; Ian Lessing, Software Development Manager; & Mai Irie, Computer & Network Technologist, University of California—Santa Barbara
Dillon Moore, Web Initiatives Librarian, Wilfrid Laurier University Library
Joelle Rosen, Business Analyst, Queens Borough Public Library

In this info-packed session, the first presentation shares highlights of a website redesign processes including what works well with Drupal and what needs tuning and tweaking. The group explain the variety of Drupal modules and capabili-
ties that were used to create a user-focused site including innovative help features, better site search, etc. Moore pops the hood on Drupal’s theming system. Take home tips on selecting the right starter theme, and learn about popular layout modules, including Panels and Display Suite. Rosen knows what her library’s customers think about the Drupal powered site—numerous feedback channels let them have a say, and hundreds have taken the opportunity to do so. By really listening to customers, her library identified bugs, things that should not have been missed but somehow were, and got some amazing suggestions.

B106  LibGuides: User Perceptions, Expectations, & Satisfaction
4:15 p.m. – 5:00 p.m.
Roy Degler, Virginia Gravina, Fred Matoari, & Kathleen Kelsey, Digital Library Services, Oklahoma State University (OSU)
Aaron Bowen, Reference/Subject Librarian, California State University (CSU)—Chico

Hear OSU library users’ expectations and impressions of LibGuides as a tool for accessing information, what external evaluators discovered about LibGuides, and suggestions for improvements from users. Then learn how CSU created course-level LibGuides within Blackboard and the results of a study of users examining effectiveness and use. Find out about shells and the specific technique of LibGuides placement in Blackboard Vista.

EXHIBIT HALL GRAND OPENING RECESSION  5:00 p.m. – 6:30 p.m.

TRACK C  DeAnza III (Portola)

Navigating, Search, & Discovery

Despite the many available tools and techniques, finding the right quality and relevant information is still a challenge for Internet Librarians and their clients. This track shares the latest from our experts and practitioners and ensures you will take home lots of tips and tricks for navigating, searching, and discovering the information you need and want!

Moderated by Richard Geiger, Information & News Consultant

C101  Super Searcher Secrets
10:15 a.m. – 11:00 a.m.
Mary Ellen Bates, Principal, Bates Information Services, Inc.

You think you’ve heard it all, but Bates continues to surprise and impress with new strategies, techniques, and tips for getting the most out of web research. Our well-known super searcher, who has many books to her name and hosts Searchers Academy, provides an up-to-the-minute and jam-packed-with-valuable-tools-and-tips talk about searching the web more effectively. Always with lots of new and exciting secrets, this session is not to be missed!

C102  Google Search Secrets: 50 Tips!
11:15 a.m. – 12:00 p.m.
Greg Notess, Reference Team Leader, Montana State University, & Publisher, Search Engine Showdown

As Google moves into new areas, from Google+ to Android to Google Drive, search remains its core business. Join our experienced and popular speaker for a fast-paced tour of some of Google’s current crop of search techniques, commands, and tricks, from the well-known to the rarely used. Explore Google search secrets in Google’s various databases and services.

LUNCH BREAK  12:00 p.m. – 1:15 p.m.
Big Data has replaced “information overload” as the catch phrase of the moment, and the accompanying commentary is often presented in a way that creates concern and uncertainty among professionals working in myriad industries. Luckily, Big Data presents a huge opportunity for librarians to latch on to the buzz surrounding this phenomena to market their skills and go beyond current service levels to first curate high-quality data, and then parse through, analyze, and massage it to create knowledge products that are tremendously valuable to our organizations. This session explores Big Data opportunities across industries as varied as shipping, retail, and economic consulting, and showcases deliverables that info pros can create in order to position themselves as solutions, antidotes, and experts in harnessing Big Data to drive critical organization decision-making.

**C103**  
**1:15 p.m. – 2:00 p.m.**  
**Natasha Bergson-Michelson**, To the Point Research & Google Search Scholar  
**Diane T. Sands**, Librarian & Illustrator, Collection Development Librarian, California Academy of Sciences  
Inquiry and question functions are found in the analytical left brain. But often the right brain knows things the left brain cannot see. Come explore both sides of your brain, and learn how to optimize your search terms by using the creative, intuitive right brain. Our speakers walk you through this innovative technique designed to enhance your search capabilities.

**C104**  
**2:15 p.m. – 3:00 p.m.**  
**Gary Price**, Co-Founder, INFOdocket & FullTextReports  
**Tamas Doszkocs**, President, WebLib LLC  
**Stephen Burns**, Director, Marketing, Blekko  
**Sam Molyneux**, CEO & Co-Founder, SCIENCESCAPE  
Our expert searcher and industry watcher, Gary Price, interviews speakers about new and exciting search engines. Hear the latest about OntoFind’s semantic search and knowledge discovery system, Blekko’s spam-free search engine, and Sciencescape’s discovery engine. Learn how to use these technologies in your environment.

**C105**  
**3:15 p.m. – 4:00 p.m.**  
**Robert Fernekes**, Information Services Librarian, Georgia Southern University  
**Alison Steinberg Gurganus**, Online Services & Instruction Librarian, San Diego Mesa College  
**Athena Hoeppner**, University of Central Florida Libraries  
This session includes three case studies sharing experiences, lessons learned, and insights about discovery systems. Fernekes discusses the research, design, and search strategies of mobile and desktop discovery using EBSCO Discovery Service including both student and faculty perceptions. Gurganus shares the decisions and customizations made to give students the discovery systems they wanted integrated into their website. Hoeppner shares quantitative and qualitative measures, giving insight into whether web scale discovery systems will supplant Google Scholar as the primary search engine used by grad students and faculty for extra disciplinary searching.

**C106**  
**4:15 p.m. – 5:00 p.m.**  
**Amy Affelt**, Director, Database Research, Compass Lexecon  
Big Data has replaced “information overload” as the catch phrase of the moment, and the accompanying commentary is often presented in a way that captures the buzz. Clearly, the future will be characterized by Big Data, and that “if you can’t beat them, join them.” Our speakers take a fresh look at how libraries can take advantage of Big Data, and how you can prepare for the Big Data future.
D104  Dig Deeper: Hot Topic Discussions
2:15 p.m. – 3:00 p.m.
This session focuses on the new and emerging topics, technologies and issues coming to the fore early in 2013. It approaches each topic from a variety of discussion entry points related to libraries, not just a single perspective. Feel free to suggest topics you’d like to discuss!

D105  Starting a New Library in the Google Age
3:15 p.m. – 4:00 p.m.
Ronald Snijder, Project Manager, Digital Publication/Technical Coordinator, OAPEN, Amsterdam University Press/OAPEN Foundation
The Open Access Publishing in European Networks/OAPEN Library was officially launched at the Frankfurt Book Fair last October. It includes several academic publishers that developed an open access business model for monographs in humanities and social sciences, combined with the creation of the online library. Based on his experience, our speaker leads an interactive discussion of creating a new online library in the Google age.

D106  The Next Big Thing
4:15 p.m. – 5:00 p.m.
Sarah Houghton, Director, San Rafael Public Library
Brian Pichman, Director, Informational Technology & Digital Innovation Department, & Dave Hesse, Director of Building Operations & Digital Innovation Department, Mokena Public Library
Ben Bizzle, Director of Technology, Craighead County Jonesboro Public Library
Sometimes, it can be most helpful just to hear what libraries are thinking of doing next, as well as visions of the next BIG thing. A small panel of BIG thinkers share brief thoughts on what the BIG things for libraries will be in the next few years, then participants share their institutions’ plans for next week, next month, and next year. Have your notepad or mobile device of choice ready to jot down potential collaborators.

EXHIBIT HALL GRAND OPENING RECEPTION  5:00 p.m. – 6:30 p.m.

TRACK E  Ferrante (Conference Center)
Internet@Schools
Educator-librarians take note: Day 1 of the 2-day, K–12-focused Internet@Schools track brings you loads of expertise on pressing iPads and other mobile learning devices into service, new looks at the LMS/tech coordinator connection, teaching research, and promoting reading. Organized and moderated by David Hoffman, Internet@ Schools magazine, & Susan Geiger, Moreau Catholic High School

E101  Learning Spaces and iPads—A Paradigm Shift for Education
10:15 a.m. – 11:00 a.m.
Don Orth, Director, Technology, Hillbrook School, Los Gatos, Calif.
Increased mobility enabled by personal, powerful, portable technology is forcing schools to rethink how learning spaces can best support new approaches to learning. To accommodate the shift to mobile learning, Hillbrook School, located in the heart of Silicon Valley, is now 2 years into a 1:1 iPad program and is developing an agile, experimental learning space called the iLab. Two partner firms—Bretford and HERO, Inc.—are collaborating with Hillbrook to design, plan, build, and assess the iLab. As the school and its partners pursue this project, they are gathering evidence on how best to support agility, learning, and mobility in the digital age. Come listen and learn how the iLab project is informing decisions that will change and improve all Hillbrook learning spaces.

E102  Learning in Their Hands—Portable Devices and BYOD
11:15 a.m. – 12:00 p.m.
Dawn Nelson, Instructional Media & Technology Coordinator, Osseo (Minn.) Area Schools, Maple Grove, Minn.
Access to information is the true power of the internet, providing resources for teachers and students alike for both teaching and learning. But often it is hindered by the logistics of getting to computers. One way that schools are addressing that issue is to allow students to bring their own technology to use for learning. Of course, with those devices come challenges. In the third year of Project Copernicus, a BYOD project in her Osseo, Minnesota, area schools, Nelson has identified staff development as one of the major hindrances. This session briefly covers the development of Project Copernicus and then focuses specifically on ways to prepare teachers to successfully incorporate student devices into their classrooms.

LUNCH BREAK  12:00 p.m. – 1:15 p.m.

E103  School Librarian/Tech Specialist Collaboration—How We Can All Get Along
1:15 p.m. – 2:00 p.m.
Mary Ann Bell, Professor/Assistant Chair, & Holly Weimar, Assistant Professor/Acting Chair, Department of Library Science, Sam Houston State University, Huntsville, Texas
Drawing on ideas in their soon-to-be-published book School Librarians and the Technology Department: A Practical Guide to Successful Collaboration, Bell and Weimar share ways to promote positive relationships between school librarians and technology professionals. They offer practical tips and ideas for establishing collaboration and communication and also for mending fences as needed. Attendees should come away with some specific ways to build bridges between these two departments.

E104  A Rose Is a Rose, or Promoting Reading in All Formats
2:15 p.m. – 3:00 p.m.
Susan Geiger, Librarian, & Anne Arriaga, Librarian, Moreau Catholic High School, Hayward, Calif.
iPad, e-reader or book? It’s all reading, and we still face the issue of motivating readers. Join Geiger and Arriaga as they share new tools to connect readers and books, promote your collections in all formats, and create a vibrant reading community within your school. The pair highlight ways to leverage technology to accomplish this goal, including book discovery tools, QR codes, and social networking. They also share how they reconfigured their physical space and formed partnerships with students to launch an annual read-a-thon.

E105  Research Tools on the iPad
3:15 p.m. – 4:00 p.m.
Renee Ramig, Director, Technology, Seven Hills School, Walnut Creek, Calif.
As more companies make the decision to stop printing their reference materials, there is more need to find ways for students to access those materials electronically. In this session, Ramig discusses logistics of using iPads in school libraries in both 1:1 programs and in a shared environment. A variety of apps that focus on research are explored.

E106  Really, Really Basic Search: What We Need to Be Teaching About Finding Quality Sources Online
4:15 p.m. – 5:00 p.m.
Tasha Bergson-Michelson, Search Educator, To The Point Research, San Carlos, Calif.
Set aside advanced search for the moment. If you want students to find quality sources when they use popular search engines, you need to reexamine what they know about the basics. Why does typing in a full question make you more likely to get Q&A sites? How does the search process teach you better search terms? What do you gain by reading your results before clicking? Join Bergson-Michelson as she helps dispel myths and clears up common misunderstandings about what happens when you search online.

EXHIBIT HALL GRAND OPENING RECEPTION  5:00 p.m. – 6:30 p.m.
COFFEE BREAK → A Chance to Visit the Exhibits
9:45 a.m. – 10:30 a.m.

TRACK A → San Carlos (Marriott)

A201 → Self-Service: Help Customers Help Themselves
10:30 a.m. – 11:15 a.m.
Moe Hosseini-Ara, Director, Service Excellence, Markham Public Library
Markham Public Library, a technology early adopter, was the first library in Canada to install a book sorter/self-check-in machine. Hear how RFID and self-service technologies have transformed circulation processes, and how merchandising the collection and spaces are allowing staff to provide more value added services, improve customer service, and decrease turn-around time and customer interaction with increased volumes.

A202 → Digitally Engage Your Community & Campus
11:30 a.m. – 12:15 p.m.
Michael Sauers, Technology Innovation Librarian, Nebraska Library Commission
Mariana Lapidus, Reference Librarian & Samuel King, Library Manager, Massachusetts College of Pharmacy & Health Sciences (MCPHS)
Want to reach the people in your community who can't make it to library programs, or students and faculty working online? Nebraska Library Commission NCompass Live program broadcasts live, and records in both video and audio a variety of programs, including a monthly “Tech Talk” and a free full-day conference. And, at the MCPHS, librarians use Blackboard 9.1 to expand their educational role, teach collaboratively with faculty, and interact with students online. They enhance students’ online experience with Camtasia for tutorials and Eluminate Live for web conferencing. Hear the lessons these organizations have learned and apply them in your environment.

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

A203 → Accessible Services for All: Digitally Possible
1:30 p.m. – 2:30 p.m.
Rivkah Sass, Library Director & Amy Calhoun, Electronic Resources Librarian, Sacramento Public Library
Andrew Youngkin, Emerging Technologies/Evaluation Coordinator, National Network of Libraries of Medicine, University of Maryland
Regina Koury, Electronic Resources Librarian, Idaho State University
Amalia Menon, Library Specialist, Stanford University
This session focuses on digital solutions libraries have and are developing to serve and delight customers with various disabilities. Sacramento Public Library (SPL) has one of the largest circulating collections of e-readers. When the National Federation of the Blind filed a complaint with the Department of Justice (DOJ) regarding accessibility of those e-readers for the vision-impaired, SPL and the DOJ worked together to develop a solution. Social media sites are powerful tools for libraries seeking to connect and communicate with users, but many sites pose accessibility barriers to persons with various disabilities. Libraries can use section 508 of the ADA to identify strategies, techniques, and tools to make their social media content accessible to all patrons. How does gesture-based computing, an emerging technology, affect library customers with disabilities? Libraries and information services have made progress, and plans are under way to achieve even more with assistive technology and gesture-based computing.

BREAK → A Chance to Visit the Exhibits
2:30 p.m. – 3:15 p.m.

A204 → Ebook Patron-Initiated Acquisition (PIA)
3:15 p.m. – 4:00 p.m.
Lisa Mackinder, Head, Electronic Resources & Serials Acquisitions, & Keith Powell, Head, Acquisitions, University of California (UC) Irvine Libraries
At Internet Librarian 2010, UC Irvine Libraries presented its pilot project for PIA of ebooks. The pilot’s goal was to save collections budget money while replacing a portion of the traditional print approval plan acquisitions with ebooks used by its patrons. The seemingly insurmountable obstacles of developing the program—the publishers’ reluctance to release print and electronic books simultaneously, the difficulty of integrating a PDA program with the print approval plan to avoid purchasing content in duplicate formats—were not insurmountable after all. Now 2 years later, UC Irvine has expanded the program, learned a few lessons, and has data to share.

A205 → Mobile Games Deliver Enriched Services
4:15 p.m. – 5:00 p.m.
Amy Vecchione, Digital Access Librarian, & Carrie Moore, Head, Information & Research Services, Boise State University (BSU)
Marlo Young, Virtual Education Coordinator, & Gayatri Singh, Reference Services Coordinator, University of California (UC) San Diego Libraries
BSU Librarians developed a mobile game to make library orientation highly interactive and exciting. “Research Race” is easy to implement, relies on a mobile environment, and meets the objectives to familiarize and introduce students to library services, including the physical and virtual spaces, and showcases the library’s mobile initiatives. The game has been repurposed to serve students in specific courses, living in the dorms, and has led to collaborations with other faculty and campus departments. UC San Diego Libraries piloted SCVNGR to offer a virtual orientation to the libraries, core services, and orientations. SCVNGR is a social, location-based mobile gaming platform used by enterprises and educational institutions with 1 to 2 million users. Learn from the experiences and data shared by these libraries.

TRACK B → Steinbeck Forum (Conference Center)

B201 → UX & Accessibility
10:30 a.m. – 11:15 a.m.
Frank Cervone, Vice Chancellor, Information Services, Purdue University Calumet
User experience is complex and multifaceted. One of those facets is making services usable to people in different situations. The needs of people with disabilities, both apparent and not, must be considered on our mobile and web platforms if we are to provide good service and abide by federal and state regulations. Cervone looks at some of the common accessibility issues people may have with mobile sites and websites and how to address those issues while still creating a visually stimulating and interactive environment for all.
B202  Sensible Library Website Development  
11:30 a.m. – 12:15 p.m.  
_Amanda Etches, Head, Discovery & Access, University of Guelph_
Every time a new library website gets created, librarians spend a lot of time reinventing the wheel. Everyone—especially patrons—would benefit if libraries were to collaborate. This session highlights common library website design patterns, exposes common library website pitfalls, and suggests more usable alternatives. Etches also discusses properly scoping website projects and offer a free, turnkey library website solution.

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

B203  Mobile UX: Responsive Design & Tips  
1:30 p.m. – 2:30 p.m.  
_Roy Degler, Digital Library Services, Oklahoma State University_  
_William Helman, Digital Services Librarian, &_  
_Juan Francisco Reyes, Grad Student, University of Baltimore_
From smartphones to tablets, our customers are accessing our sites from a large variety of devices. Is your website ready? Learn how to design and build an appealing functional website that responds and adapts to the patrons’ demands. Degler focuses on transforming websites so that a single design will adapt and respond to the user’s device. He discusses using Foundation, a CSS framework, to craft an appealing functional design to meet your patron’s needs. Helman and Reyes discuss how many libraries are leveraging the power of HTML5 and JavaScript to develop highly interactive mobile web apps, and how a user-centered approach to mobile web design might work better—from focus group research, through coding, to usability and back.

BREAK  A Chance to Visit the Exhibits  
2:30 p.m. – 3:15 p.m.

B204  Unifying Content Across Platforms  
3:15 p.m. – 4:00 p.m.  
_Michael Blake, Web Services Librarian, East Carolina University (ECU)_
Just as atomic clocks have automated the process of adjusting for daylight saving time, you too can make updating content simple, painless, and, most importantly, efficient. Learn how the ECU Libraries are harnessing the power of the web to unify content across a variety of platforms using XML and scalable file formats, and consequently, spending less time updating content (maps, events, mobile sites, digital signage, kiosks, etc.) and more time working on that “next big thing.”

B205  Rebranding the Library’s Virtual Presence  
4:15 p.m. – 5:00 p.m.  
_Lora Cokolat, Electronic Resources Librarian, &_  
_Megan Wong, Virtual Library Manager, Santa Clara County Library_  
_Felicity Gilbert, New Technologies Coordinator, Yarra Plenty Regional Library_  
_Natasha Hesch, Product Manager, BiblioCommons, Inc._
Using Drupal as the new CMS enables the construction of more content-driven and dynamic webpages. And since the CMS and core catalog are integrated, users have a seamless user experience, and it’s easy for staff to cross-merchandise content across the platforms. Speakers from two different countries partnered with BiblioCommons to redesign their respective websites from basic HTML to include more Web 2.0 technologies, display their rich content, and enable a smarter and more efficient workflow. They share results of extensive user studies, resulting changes and directions, implantation experiences, lessons learned, and more.

C201  Competitive & Business Info in Social Tools  
10:30 a.m. – 11:15 a.m.  
_Scott Brown, Social Information Group, & Author, Social Information: Gaining Competitive and Business Advantage Using Social Media Tools_
Social tools such as LinkedIn are continually improving their value and adding features to provide unique business and industry information. Newer entrants like Google+ and Pinterest are also emerging and growing rapidly. Brown shares the best of the very latest tools and features available for business and industry information, illustrates how this leading-edge information ties into your research, discusses which tools are worthwhile additions to your research toolkit, describes how to develop a strategy for evaluating and using these tools, and looks at the future of social tools (including how mobile apps fit into social information), so you walk away with a strategy for tracking the next wave of information sources.

C202  Ebooks on Wall Street  
11:30 a.m. – 12:15 p.m.  
_Suzanne LeBlanc, Research Librarian, Canada Pension Plan Investment Board_
A Bay Street librarian (the Canadian equivalent of Wall Street) discusses the development of an e-collection for the corporate library based on a recent ebook pilot project. Hear how specialized content in ebook format was discovered and made available to three offices across three countries. By bringing an e-collection online all clients were able to benefit from the library’s resources, enabling clients to continue working on their research even while off-globe-trotting. Learn how a special librarian decided when to include ebooks in her collection, what formats would be supported, how circulation was managed, as well as issues and challenges presented by ebook readers. Discover how working with multiple vendors through one portal was able to support the unique needs of a special library. Lots of helpful tips in this session!

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

C203  Library Created Content for Clients  
1:30 p.m. – 2:30 p.m.  
_Kathy Cosgrove, Senior Reference Librarian;_  
_Pamela Campbell, Senior Librarian, Digital Projects;_  
_Scott Wolla, Economic Education Specialist, Federal Reserve Bank of St. Louis_  
_Leslie Champeny, Technology Integration, Defense Language Institute_  
_Nalini Mahajan, Director & Webmaster, Marianjoy Rehabilitation Hospital_
This session shares the strategies, tools, experiences, and lessons learned from three organizations. The Federal Reserve talks about the various initiatives the library and their partners have to share economic data online with various segments of the public, including award-winning classroom resources for many levels of educators. Champeny describes some of the challenges (politics, formats, etc.) of making products for public distribution from proprietary resources. Mahajan discusses the informative website for parents of children with developmental disabilities and chronic diseases, as well as physicians, clinicians, and other users. She also shares the results of their digital marketing strategy.
C204  In the Cloud
3:15 p.m. – 4:00 p.m.

Amy Affelt, Director, Database Research, Compass Lexecon
Richard Hulser, Chief Librarian, Natural History Museum, Los Angeles County

Explore some cloud applications that libraries and information centers can use without alarming or stepping on the toes of other departments, especially IT and security. Affelt shares how small steps onto the cloud can accomplish several things: market the information center and its services, promote librarians and information professionals in the organization as tech-savvy early adopters of cutting-edge technologies, and establish a new enterprise-wide model that will help other departments and possibly the overall organization take a more positive view of cloud computing and become willing to give it a try. Then hear how one solo librarian challenged with a very tight budget and limited IT support went warp speed to the cloud and used technology as a catalyst for change and collaboration, turning the perception of the library from passive warehouse to an active source of information and education.

C205  Enterprise 2.0 & Info Service Engagement
4:15 p.m. – 5:00 p.m.

MODERATOR: Stephen Abram, VP, Gale Cengage Learning
Cindy Hill, Manager, Research Library & Bank Archives, Federal Reserve Bank of San Francisco
Scott Brown, Social Information Group
Richard Hulser, Chief Librarian, Natural History Museum
Amy Affelt, Director, Database Research, Compass Lexecon

With so many social media solutions and social techniques pushing the 2.0 revolution, what are libraries doing to use them to engage their organizational stakeholders? Join this interactive audience and panel discussion and hear the latest. Gain some insights and ideas to try in your organization.

CYBERTOURS

Our popular information-rich cybertours are featured in the Exhibit Hall on Tuesday and Wednesday! See pages 22-23 for the schedule.

EXHIBIT HOURS & INTERNET CAFE

Monday, October 22 ........................................5:00 p.m. – 6:30 p.m.
Tuesday, October 23 ........................................9:45 a.m. – 3:30 p.m.
Wednesday, October 24 ....................................9:45 a.m. – 1:30 p.m.

Visit the Internet Café in the Exhibit Hall during regular exhibit hours to check your email.
a website that showcases the collection (libraryyou.escondido.org), a recording studio, and public training classes encouraging patrons to share their knowledge and learn how to communicate through new digital multimedia formats. LibraryYOU highlights the people who make Escondido special, strengthens the library’s connections with local businesses, and establishes the library as a technology leader in the community. Feddern discusses how libraries of all sizes and budgets can set up their own LibraryYOU program. Then learn from the experience, experiments, and assessments of using Facebook as a tool for discussions in eLearning, distance, and blended education. Toren reports on why students prefer Facebook over Blackboard, their online experiences, and more.

**TRACK E  Ferrante (Conference Center)**

**Internet@Schools**

For Day 2 of the 2-day, K–12-focused Internet@Schools track, speakers discuss online tools that enrich drama studies, digital citizenship, public library/K–12 connections, live-blogging in the library, and LibGuides.

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

**E201  The Play, the Playwright, and Your Scene: Using Google Docs, Sites, and YouTube**

10:30 a.m. – 11:15 a.m.

*David Boxer, Director, Information Support Services, The Blake School, Minneapolis, Minn.*

*Sarah Clark, Research Librarian & Coordinator, Center for Teaching and Learning, Windward School, Los Angeles, Calif.*

*Jordan Fox, Upper School Performing Arts Teacher, Windward School, Los Angeles, Calif.*

When performing theatrical scenes in high school, students rarely have enough time to learn about the playwright and his or her vision for the play, or to understand the scene they are performing as part of a larger story of the play. Our presenters’ model, “The Play, the Playwright, and Your Scene,” leverages Google Docs, Sites, and YouTube to address this issue. Learn how it provides an opportunity for students to build a deeper and more 3D vision for their characters. Using Google Sites, students research a playwright’s life and work and read a key play. After choosing a scene, students “start a conversation with the playwright,” giving them the opportunity to speak in the voice of the playwright and write an original scene based on what they have learned about his or her life. In a project that combines research with creativity, students showcase their work through rich and detailed performances that you’ll be able to view.

**E202  Digital Citizenship OMG!! … Who Posted That?**

11:30 a.m. – 12:15 p.m.

*Geraldine Maniere, Media Specialist, & Kari Haugen, English Department Chair, Wood River High School, Hailey, Idaho*

Does your school block social networking? Who teaches our youth how to manage their web presence? How many students have access with their personal devices 24/7? Character education, online reputation management, and netiquette do not fit into the time-restricted core class curriculum. As librarians, we need to take this on, including it with library orientation, web surfing, and research lessons. Maniere and Haugen share some fun ways to get a strong message across to students in 10- to 15-minute lessons as well as highlight great websites for students and teachers.

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

12:15 p.m. – 1:30 p.m.

**E203  Homework: Breaking the Model for 21st-Century Learners**

1:30 p.m. – 2:30 p.m.

*Stephen Abram, VP, Gale Cengage Learning*

*Teni Fredericka, Executive Director, InfoOhio*

There are three big challenges for public libraries in this century that tie in to K–12 education: 1) Understanding the new curriculum, the Common Core standards and output-based education; 2) Aligning public library services, programs, and training with the needs of the new teen; and 3) Building relationships with school districts, schools, and teachers and defining what public libraries can offer them. Abram and Fredericka outline trends in education in North America during the past 10 years and demonstrate how Google Education, subscription products, and textbooks are changing in the face of these trends, highlighting opportunities this brings for public libraries. They also discuss innovative strategies for working with teachers and school boards.

**BREAK  A Chance to Visit the Exhibits**

2:30 p.m. – 3:15 p.m.

**E204  Live-Blogging in the Library**

3:15 p.m. – 4:00 p.m.

*Carolyn Foote, Librarian, Westlake High School/Eanes ISD, Austin, Tex.*

How do we provoke deeper thinking as students move through the research process? See how live-blogging and chat tools can be used to facilitate more student engagement, spark student collaboration, or crowdsource answers throughout the library research process. Explore specific tools and use them during the session to discuss the challenges and opportunities of using live-blogging.

**E205  Enriching LibGuides for K–12 Learning**

4:15 p.m. – 5:00 p.m.

*Lauri Vaughan, Upper School Campus Librarian, & Sue Smith, Library Director, The Harker School, San Jose, Calif.*

*Meredith Cranston, Upper School Librarian, The Harker School*

LibGuides are not just pathfinders on steroids. They provide opportunities to create information-rich collaboration points among teachers, librarians, instructional technologists, and students. Learn how to showcase student work, invite contribution, and establish shared repositories in the LibGuide environment. Bring your inspired experience and hear about ours for grades K–12.

**Tuesday Evening Session**

**Transforming Roles: What Do You Want to Be?**

7:30 p.m. – 9:00 p.m.  DeAnza I & II (Portola)

*Moderated by Donna Scheeder, Congressional Research Service*


*Nicole Engard, Author, The Accidental Systems Librarian*

*Scott Brown, Social Information Group, & Author, Social Information: Gaining Competitive and Business Advantage Using Social Media Tools*

*Cecily Walker, Web Service Librarian, & Renee Chalut, Assistant Manager, Information Services & Training, Vancouver Public Library*

The transformational power of Internet Librarians relies on the ability of like-minded, technology-oriented peers to find each other, collaborate, engage in critical discussion, address current challenges, and work together in the profession at large to meet the changing needs of libraries. With the ever-forward drive of new technologies and unique circumstances of each organization, the role of librarians varies widely and evolves rapidly. Three leading experts in the field of library systems and technology and three from information services present key themes and lead an active discussion with audience members about the changing role of information and systems librarians today, what it means for the future, and the risks, rewards, and realities of the journey.

Connect with attendees!
Libraries and librarians have had many opportunities to take center stage in the knowledge and digital age, but have they? Librarians have all the skills to excel in this age too, but Forbes magazine says a degree in library and information science is one of the worst for finding a job! In our turbulent world there are opportunities and challenges, can we libraries and librarians transform our part of it? Can we have a positive impact? Two controversial, knowledgeable and experienced speakers share their views on these questions.

**COFFEE BREAK**  A Chance to Visit the Exhibits
9:45 a.m. – 10:30 a.m.

**A301**  Web-Scale Library
10:30 a.m. – 11:15 a.m.

**A302**  50 Great Mobile Apps for Librarians
11:30 a.m. – 12:15 p.m.

**A304**  HTML5: Power, Promise, Pitfalls
2:45 p.m. – 3:30 p.m.

**A305**  Speed Technology Dating!
1:30 p.m. – 2:30 p.m.

**LUNCH BREAK**  A Chance to Visit the Exhibits
12:15 p.m. – 1:30 p.m.
Erik Bobilin, Reference Technology Librarian & Webmistress, West Des Moines Public Library

Many faculty are involved in projects with researchers and community members who aren't on campus or may not have access to the same technology or technological support. University of Guelph takes a user experience perspective, interviewing and observing researchers using their collaborative tools. Their findings suggest how the library can best support research teams. The second presentation discusses how a team of six from College of Nursing and University Libraries worked in creating a video-recorded human patient simulation scenario (HPSS) to connect the dots, and to support the education of student nurses in the area of information technology, information literacy, and nursing informatics.

B304 Collaborating to Demonstrate Value
2:45 p.m. – 3:30 p.m.
Margaret Hazel, Virtual Branch & Innovative Tech Managing Librarian, Eugene Public Library
Louise Alcorn, Reference Technology Librarian & Webmistress, West Des Moines Public Library
Erik Bobilin, Library Information Supervisor, Kensington Library, Brooklyn Public Library

These three libraries in different areas of the country collaborate with their parent organizations to demonstrate the public library's integral role as part of local government services, supporting services provided by other departments and divisions of their parent organizations. Each uses technology tools and staff to achieve the goals, including intranet, internet, and relationship building, with city IT staff. These public libraries have worked to change the way their parent organizations see them, changing the language of funding to being considered an investment rather than expenditure. Learn their strategies and ways you can use your techniques in your community.

TRACK C DeAnza III (Portola)

Innovative & Edgy
Innovation means thinking differently, risk-taking, and viewing an “oops” as a fantastic way to find better ways of doing things. Immerse yourself in a day with speakers and participants who are taking risks and gaining rewards as well as lessons. Moderated by Moe Hosseini-Ara, Markham Public Library

C301 Awesome Box: Interactive User Ratings
10:30 a.m. – 11:15 a.m.
Annie Cain, Web Developer, Matt Phillips, Software Engineer, Harvard Library Innovation Lab

Users understand the returns box as an interface, and if they understand one box, they can understand two boxes: one for items they thought were “meh” and one for items they thought were awesome. The Awesome Box allows users to easily cast a physical vote for an item they found amazing or useful. That item gets recorded as “Awesome” so the entire community can see what others have found helpful, entertaining, or mind-blowing. See how this interactive Awesome Box works and what the lab is doing with the resulting data.

C302 Makerspaces: The Transformational Power
11:30 a.m. – 12:15 p.m.
Sue Considine, Executive Director, & Lauren Britton, Transliteracy Development Director, The Fayetteville Free Library

The Fayetteville Free Library (FFL) is the first public library to launch a free makerspace, the FFL Fab Lab. A makerspace is a place where people come together to create, and collaborate to share resources, knowledge, and stuff. The Lab features 3D printers, a creation lab with a green screen, PSP Super Computer, and digital devices. It is complemented by a number of replicable patron-driven technology services that facilitate innovative connections between people, technology, and knowledge, such as Tech Times, One-on-One Job Search Assistance, and the Skype Author Lecture Series. Speakers discuss how the technologies, a superb team, and a culture of risk-taking and innovation can enable staff and patrons to transform knowledge and learning in your community.

LUNCH BREAK A Chance to Visit the Exhibits
12:15 p.m. – 1:30 p.m.
dent, faculty, and researchers’ needs. As the bar for successful futures and academic plans keeps rising, UTML knew the traditional planning approach wasn’t in sync with where it is today or where it needs to be in the future. Hear how a staff-directed approach benefited both the planning and the staff; the plan’s richness attests to all staff’s combined knowledge and energy, and the staff continued to grow their insights into the trends impacting their academy and the library’s critical role in the academy’s sustained success.

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

**D303** ▶ Propel Your Message!
1:30 p.m. – 2:30 p.m.

Cindy Fisher, First-Year Experience Librarian, Library Instruction, University of Texas Libraries–Austin
Andrea Davis, Reference & Instruction Librarian, Naval Postgraduate School
Mryna Morales, Program Coordinator, The Yvonne Pappenheim Library on Antiracism, Community Change, Inc.
Julie Strange, Adjunct Professor, University of Maryland
Lindsay Sarin, MLS Program Coordinator, Univ. of Maryland
Andrea Snyder, Job & Career Information Center Manager, Enoch Pratt Free Library

This session focuses on 12 ways to propel the message of the library’s value way beyond the library. Three penny-pinching librarians from Maryland guide you through the world of low- or no-cost tools and ideas to use social media, print, and traditional media to reach current and potential customers. Next, hear how librarians from different sectors (public, school, academic, plus library school students) used SXSW interactive as a space to engage techies, journalists, designers, and philanthropists to think creatively and collaboratively about issues important to our field, our work, and our community.

**D304** ▶ Project Management for Web-Based Initiatives
2:45 p.m. – 3:30 p.m.

Kelly Coulter, Virtual Services Manager, Richland County Public Library
David Jank, Assistant Professor, Palmer School of Library and Information Science, Long Island University

Libraries are increasingly implementing multiple projects that often blur operational boundaries and departmental lines. Project management is more important than ever. Based on her extensive project experience, Coulter outlines the key elements of successful project management. Jank highlights the key findings of ongoing empirical research study examining what library practitioners involved in internet services management find as best practices, summarizing the lessons learned in terms of e-resource management and support, budgeting, and project staffing.

**TRACK E** ▶ Ferrante (Conference Center)

Engaging People

This track focuses on human transformations, from coaching and mentoring to crowdsourcing and engaging teens. It reminds us about humor and its importance in our technology and stress-filled lives.

Moderated by Deb Hunt, Information Edge

**E301** ▶ Coaching & Mentoring
10:30 a.m. – 11:15 a.m.

Rebecca Jones, Partner, Dysart & Jones Associates
Susan Senese, Associate Librarian, Research & Info Technology, University of Toronto Mississauga Library
Joe Murphy, Technology Trendspotter & Librarian, LibraryFuture

A recent Harvard Business Review blog advised those in a new job or a new career or just eager to build their skills to “Go out and find the most qualified or talented mentor, coach, or manager you can, and subject yourself to everything they can throw at you” (J. Glickman). This trio shows how to identify a coach or mentor, the difference between coaching and mentoring, and the benefits of building a network of mentors.

**E302** Who’s Zoomin’ Who?
Crowdsourcing Ups and Downs
11:30 a.m. – 12:15 p.m.

Nicholas G. Tomaiuolo, Instruction Librarian, Central Connecticut State University, & Author, User Generated Content

Crowdsourcing’s history dates back to the Oxford English Dictionary. Businesses large and small, including Amazon, eSurance, Tiffany, CNN, Yelp, and your local newspaper, do it. Without it, there’d be a serious shortage of content at Project Gutenberg, iStockphoto, YouTube, and Slideshare. ResearchBlogging.org’s aggregation of blog postings exclusively discussing the primary literature and the Library of Congress’s end-user enhanced photostream leverage it. Perhaps it is afoot in your catalog at this very moment. We accept crowdsourcing’s positive applications, but are we also able to recognize all aspects of the phenomenon? This session discusses the benefits and issues involved with encouraging users to contribute content.

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

**E303** Trends in Teen Users and Technology: A Dynamic Panel
1:30 p.m. – 2:30 p.m.

MODERATOR: Stephen Abram, VP, Gale Cengage Learning
Susan Considine, Ex. Director, The Fayetteville Free Library
Brian Pichman, Director, Informational Technology, Mokena Community Public Library District
Justin Hoeneke, Teen Librarian at Portland PL, Maine

A panel of teen librarians is dynamically interviewed about their ideas and innovations in working with and successfully attracting teen users to the public library. Come hear their great experiments, pilots, and programs using things as basic as guitars, simple gaming nights, or as advanced as laser tag, mobile apps, and more. No talking heads and lots of opportunity for audience involvement.

**E304** Humor in the Library
2:45 p.m. – 3:30 p.m.

Jennifer Koerber, Web Services Librarian, Boston PL

As budgets shrink and every library is asked to do more with less, it’s easy for library staff and users to forget the joy that a library can bring. As leaders in the future of libraries, we can all help bring a bit of lightness and levity back into our institutions. From appropriate April Fools’ Day website “hacks” to videos such as the New Spice sensation, the sky’s the limit when it comes to comedy in the library. In this brainstorming session, get inspired to “bring back the funny” to your work environments and communities.

**Closing Keynote**

**Reinventing Spaces & Places**
3:45 p.m. – 4:30 p.m.

Steinbeck Forum (Conference Center)

Erik Boekestijn, Concept Developer & Project Manager, Science & Innovation Department, & Jaap van de Geer, Head of Innovation, Dok: Delft Public Library

Jeff Wisniewski, Web Services Librarian, University of Pittsburgh

Paul Pival, Public Services Systems Librarian, University of Calgary

Academic libraries have been building Information Commons, public libraries have built exciting teen rooms with bold colors and furniture, all libraries are building more collaborative work spaces. This session stimulates your imagination with examples of terrific new spaces in libraries, a look at some new accessories that work with new technologies, and more.
Listen and learn at a series of free cybertours and information sessions for all Internet Librarian 2012 Exhibit Hall visitors. Taking place at the CyberCorner in the Exhibit Hall, these cybertours cover a range of topics and subject areas. They are open to all and add value to your visit. Space is limited so it’s first-come, first-served. Join our Net savvy Web experts for a look at their favorite sites and topics! There is no need to register, simply pick the cybertour of interest to you and arrive at our CyberCorner within the Internet Librarian Exhibit Hall at the appropriate time.

Hosted by Amy Trulock, HYP Radio

### Tuesday, October 23

#### Tools for Teaching
10:00 a.m. – 10:15 a.m.
**Greg Notess**, Reference Team Leader, Montana State University
Explore a wealth of apps, Web 2.0 tools, and software for teaching library users in person and online. From mind mapping to white boards to screencasting to screen shots, these tools can be used in a variety of instructional settings. Check ‘em out!

#### Smart Investing @ the Library
10:30 a.m. – 10:45 a.m.
**Sharon Rodcliff**, Librarian, Saint Mary’s College
Have you ever been stumped at the reference desk by a financial or investment reference question? Come take a virtual tour of the course created by Santa Clara County Library and Infopleople using a FINRA grant. It is designed to teach library employees key investment and financial concepts, resources, and reference skills to more effectively meet the educational and information needs of patrons.

#### Creative Visualizations of Library Data
11:00 a.m. – 11:15 a.m.
**Anna L. Creech**, Electronic Resources Librarian, University of Richmond
From tweaking Excel graphs to make them more comprehensible to selecting the data points that make the most sense for telling the story you want to tell (i.e., downloads of ebooks in a collection rather than the number of searches in the collection) to eye-catching infographics, library data can be made meaningful to users and funding sources. Creech shares some basic tools for creating these visualizations and provides resources for more advanced work.

#### Tools for Tapping Into Social Media
11:30 a.m. – 11:45 a.m.
**Marcy Phelps**, President, Phelps Research Author, Research on Main Street:
Using the Web to Find Local Business and Market Information
Do you consider social networking tools a waste of time or something to use for fun or marketing? Do you doubt their usefulness for research? This cybertour provides the top tools you’ll need to mine the social web for valuable business and market insights, finding elusive statistics, monitoring your library’s brand, or even professional development. Learn how to effectively and efficiently eavesdrop on the conversational web!

#### Tools to Develop a Personal Learning Network
12:00 p.m. – 12:15 p.m.
**Andrew Carlos**, STEM & Web Services Librarian, California State University, East Bay
**Brooke Ahrens**, Instructional Technology Coordinator, Notre Dame High School
From our social connections to our professional learning, we are a node in a vast connected web of people, a network. Today, professional development is an ongoing dialogue and learning process. Hear about different communication mediums and tools for building a professional learning network and ways to use it to the fullest.

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**Free & Easy to Use Web 2.0 Resources**
12:30 p.m. – 12:45 p.m.
**Cheryl Ann Peltier-Davis**, Archives & Digital Librarian, NSU Archives, Nova Southeastern University
Web 2.0 is designed for new and inexperienced social media users. Our Web 2.0 advocate highlights free Web 2.0 tools on the internet, offering summaries and practical applications of these tools in libraries and other working environments.

**A New Model for Interactive Children’s Publishing**
1:00 p.m. – 1:15 p.m.
**Cen Campbell**, Editor, LittleeLit.com
**Chiara McPhee**, Co-Founder, readIMAGINE
readIMAGINE and LittleeLit.com are collaborating to bring together librarians, business school students, animators, authors, and illustrators to develop a sustainable, affordable model for publishing and distributing digital stories in public and school libraries! The partnership involves collaborative programming in a number of different library systems in California, the development of a distribution platform, and original interactive story apps. This groundbreaking initiative will definitely spark your interest!

**Enterprise Microblogging: Facebook for Organizations**
1:30 p.m. – 1:45 p.m.
**Amy Mather**, Programming & Life Long Learning, Omaha Public Library (OPL)
Socialcast is a simple, secure, enterprise microblogging platform that helps employees easily connect and share in real time. OPL uses socialcast to report back on conferences, and it is used as a platform to share ideas. OPL also uses Pinterest as a visual idea share. OPL uses BiblioCommons to foster connections between their patrons, who can create lists, review and star rate items, and follow patrons that share similar reading tastes. OPL uses technology tools to connect with the community. Get tips and insights from our speaker!

**Collaboration & Sharing: Academic Case Study**
2:00 p.m. – 2:15 p.m.
**Annette Marines**, Instruction Librarian, University of California–Santa Cruz
**Cody Hennessy**, E-Learning Librarian, University of California–Berkeley
Promoting collaboration and sharing of learning objects across 10 University of California (UC) campuses to leverage expertise and improve efficiency is the focus of this cybertour. Hear about the results of UC’s findings and their recommendations (including using social media, investing in an institutional repository, etc.).

**Marketing Your Library With QR Codes**
2:30 p.m. – 2:45 p.m.
**Kathy Harden**, Electronic Services Librarian/Associate Professor, University of Mary Hardin-Baylor
**Anne Price**, Public Services Librarian/Associate Professor, University of Mary Hardin-Baylor
QR codes have created unique opportunities to market your library’s resources. This cybertour highlights how to generate and use QR codes and discusses some unique opportunities that can come out of the use of QR codes. Help your community with smartphones and never have to write down a call number again!

**Integrating Free Web 2.0 Tools Into the Classroom**
3:00 p.m. – 3:15 p.m.
**Phyllis R. Snipes**, Associate Professor, University of West Georgia
Web 2.0 tools are the key to great treasures of learning, and the school library media specialist is the link to the treasure! This cybertour includes demonstrations of a variety of free web tools that can be used in K–12 classrooms through collaborative planning with classroom teachers; ideas for integrating these tools into lessons; and how to use tools such as Camstudio, Jing, Museum Box, Animoto, Vocaroo, Storybird, ZooBurst, Fotobabble, Blabberize, GoAnimate, Letterpop, Build Your Wild Self, and FaceyouMrnga.
Top Tips for Building Positive Vendor Partnerships
10:00 a.m. – 10:15 a.m.
Richard P. Hulser, Chief Librarian, Research & Collections, Natural History Museum of Los Angeles County
In the information business, the relationship between buyers and vendors of information products and services often starts out as a buyer-seller connection, but because of the complexities of purchasing or licensing content in print or electronic form, the connection typically grows stronger. Negotiating licensing contracts becomes a key component and knowing how to conduct a good negotiation is important for any information professional responsible for obtaining technology tools, services, or content. Based on research, interviews, and experience, Hulser shares his top tips on what to do and what to avoid when going forward on negotiations and partnerships.

Tips for Improving Web Page Design
10:30 a.m. – 10:45 a.m.
Scott Frey, Reference Librarian, Western State University College of Law
Our speaker wants to hear you say, “I didn’t know HTML, CSS, and JavaScript could do that!” His cybertour illustrates how a few tags and scripts can liven up a webpage (in particular with rounded buttons that change color when you click them) or give it added features (enabling touch screen presses on various mobile devices or displaying the library’s most recent blog posts).

Password Management
11:00 a.m. – 11:15 a.m.
Jezymynne Dene, Director, Portneuf District Library
We hear it all the time... Make good passwords! Create passwords no one can guess! Ensure your passwords are long and complicated, with capitals and numbers and special characters! This is all good advice, but difficult to implement consistently in daily life. Attend this cybertour to learn about creating and managing the best possible passwords for your library, and for yourself.

Free Biz Resources
11:30 a.m. – 11:45 a.m.
Annis Lee Adams, E-Resources & Reference Librarian, Golden Gate University
Margot Hanson, Web Services & Reference Librarian, Golden Gate University
Have you ever wondered how to answer global, financial, marketing, and demographic reference questions? This cybertour discusses free, innovative tools to solve business questions. It demonstrates several resources that include cool interactive features and impressive graphics to wow your patrons and colleagues.

Top 10 Library Research Strategies
12:00 p.m. – 12:15 p.m.
Keith A. Rocci, First Year Experience Librarian, Mabee Library, Washburn University
In this cybertour, an academic librarian shares his top 10 library research strategies. These best practices can help even the experienced searcher find credible information in databases, indexes, and search engines.

Apps & Apple Devices: Productive iCloud Uses
12:30 p.m. – 12:45 p.m.
Cyrus Ford, Special Formats Librarian, University of Nevada–Las Vegas
This program introduces useful apps for librarians who have two or more Apple devices such as an iPhone, iPad, or MacBook. You can learn how to use the iCloud, sync devices together, and about other useful apps for librarians to work on their projects from different places with different Apple devices without carrying files.

Sharing Library Value
1:00 p.m. – 1:15 p.m.
Sandy Kendall, Director, Mount Sinai Hospital Library
Based on the results of the 2012 Mount Sinai Hospital Library Value Study, this cybertour shares key strategies currently being used to reposition the library, its space, budget, outreach etc. Grab some insights and ideas to use in your community or organization.
Hold on to your seat because we’re “Surfin’ Monterey” at Internet Librarian this year. Make sure you know the words to this year’s theme song and don’t even think we won’t ask you to sing it!

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The following authors will be signing at the Information Today, Inc. booth on Monday, October 22 from 5:00 p.m. – 6:00 p.m. during the Grand Opening Reception:

- **Nicole Engard**
- **David Lee King**
  - author, *Face2Face: Using Facebook, Twitter, and Other Social Media Tools to Create Great Customer Connections*
- **Michelle Boule**
  - author, *Mob Rule Learning: Camps, Unconferences, and Trashing the Talking Head*
- **Amanda J. Hollister**
  - co-author, *Open Source Web Applications for Libraries*
- **Cheryl Ann Peltier Davis**
  - author, *The Cybrarian’s Web: An A—Z Guide to 101 Free Web 2.0 Tools and Other Resources*

Conference attendees will receive a special 40% discount on all ITI books, directories, and periodicals!
The Internet Librarian 2012 exhibition features the top internet companies offering a choice of products covering aspects of internet, intranet, and library technology, including search engines, software, document delivery and web delivery systems, online services, content providers, and more. If you are looking for internet/intranet solutions, evaluating competing systems, keeping up-to-date with the newest internet products and developments, be sure to visit the Internet Librarian 2012 exhibition.

Exhibitor List & Floor Plan

COMPANY            BOOTH NO.
Basch Subscriptions Inc, a Prenax Company/ 217
The Reference Shelf
blekko 113
Career Cruising 115
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Exhibit Hours & Internet Café

Monday, October 22 5:00 p.m. – 6:30 p.m.
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