



USAIN 2003 Conference

Chancellor Hotel & Convention Center

Champaign, Illinois

Friday, April 25th – Monday, April 28th

Friday: April 25 The prelim program is no longer being updated. If you see errors, please send them to me (florador@uiuc.edu), since I'm working on the "final" program, at this point! Thanks – Katie Clark, Program Chair.

8:00 – 5:00 **Registration**

9:00 – 5:00 **USAIN Board Meeting**

9:00 – 12:00 **Preconference Workshop I: Preservation and Access Decisions for the 21st Century: Should I film or should I scan?**

This session will outline preservation and access-related decision-making for the collection manager. Beginning with a discussion of preservation and its role within an institution, the session will move into an examination of the various attributes of microfilm and digital technologies, the infrastructure required to support each, and the pros and cons of each technology.

Speakers: [Tom Teper](#), Preservation Librarian, UIUC; [Nuala Bennett](#), Interim Coordinator of the Digital Imaging and Media Technology Initiative and Project Coordinator for the Teaching with Digital Content Project, UIUC; and [Joy Paulson](#), Preservation Librarian, Cornell University

Moderator: Mary Ochs, Cornell University

12:00 – 2:00 **Lunch on your own**

2:00 – 4:30 **Preconference Workshop II: Bioinformatics for Librarians**

What exactly is Bioinformatics, what does it encompass, and what role does it play in agricultural research? The Bioinformatics workshop is designed to answer such questions and provide an introduction for librarians to the field. This workshop will cover the following topics with examples of applications in agricultural research:

- Overview of the concept and history
- Data types in bioinformatics
- Online bioinformatics resource and databases
- Bioinformatics programs for sequence analysis
- Bioinformatics programs for microarray analysis
- Case study of bioinformatics applications in agricultural research
- Important journals and literature database for bioinformatics

Speakers: [Dr. Lei Liu](#), the Director of Bioinformatics at the W. M. Keck Center for Comparative and Functional Genomics at the University of Illinois (workshop organizer) & [Prof. Larry Schook](#), UIUC Animal Sciences Department.

Moderator: Allison Level, Colorado State University

4:30 – 5:00 **Break**

5:00 – 6:30 **Vendor Updates**

- CABI
- BIOSIS
- ISI – Brian McDonough

6:30 – 9:00 Opening Reception (sponsored by CABI)

USAIN President Dana Boden will give a short welcoming address at about 7 PM.

Saturday: April 26

8:00 – 5:00 **Registration**

7:30 – 8:30 **Continental breakfast** (sponsored by CABI)

8:30 – 8:40 **Welcome: Paula Kaufman, University Librarian, University of Illinois at Urbana-Champaign**

Introduced by Pat Allen, UIUC

8:40 – 10:00 **Keynote Speaker, Dr. Eric Sachs: The Benefits and Risks of Biotechnology-Derived Crops: Decide for Yourself**

Director of Scientific Affairs, Monsanto

Introduced by Katie Clark, UIUC

Dr. Sachs will review the economic and environmental impacts of crops developed with biotechnology, the rigorous regulatory systems that ensure the safe use of these crops, and the ways in which biotechnology is being applied to increase both the quality and quantity of food produced throughout the world. Along the way, he will explain the concerns and fears, and provide you with a foundation of information to enable you to weigh the risks and benefits for yourself.

10:00 – 10:20 **Break**

10:20 – 12:00 **AgNIC Interest Group**

Convener: Margaret Mellinger, University of Tennessee & Barbara Hutchinson, University of Arizona

Five presentations involving multiple speakers will introduce topics related to the AgNIC initiative including technical aspects, content development, online reference, E-extension linkages, and fundraising. There will be time for short discussions following each presentation.

Part I: "The AgNIC Model for Collaborations in Technical and Content Development"

- AgNIC Portal Update - Tim Lynch, AgNIC Technology Analyst, National Agricultural Library
- Content Development - Barbara Hutchinson, University of Arizona

Part II: "Extending AgNIC's Reach"

- Virtual Reference - Jean Gilbertson, University of Wisconsin - Madison
- E-Extension - Randy Heatley, Michigan State University
- Fundraising - Melanie Gardner, NAL, and Barb Hutchinson, University of Arizona

12:00 – 2:00 **Luncheon Speaker, Prof. Brian Wansink: "What's in a name? How small things make big differences to consumers".**

Professor of Marketing, Nutritional Science, and of Agricultural and Consumer

Economics, UIUC.

Introduced by Katie Clark, UIUC

Consumers are often not aware of how small factors, such as names and signs and shapes influence how we evaluate a product and even how much we eat or drink. Professor Brian Wansink will show how seemingly "rational" consumers are unknowingly influenced by small things and what can be done to make them more informed.

Prof. Wansink is the founder and Director of the Food and Brand Lab, which investigates why consumers buy what they buy and eat what they eat. He has appeared on 20/20 and on The Learning Channel (TLC), and his research has been reported on the front pages of the New York Times and Wall Street Journal.

Concurrent Contributed Papers Sessions

Session 1 : Libraries and "out-reach" -- serving the world around us.

2:00 – 4:30

Moderators: Sharon Fujitani, California Polytechnic State University & Nancy Duran, Texas A&M University

1. University of Maryland AgNIC Gateway - Partnering to provide agricultural biotechnology information.
Stuart Gagnon, National Agricultural Library; Alesia McManus, University of Maryland; Beth Roberts, University of Maryland
2. Staying on top of Agbiotech - an international perspective.
Patricia Neenan, CABI Publishing
3. Social acceptability/awareness of genetically modified crops in Southeast Arkansas.
Tracy V. Dunbar, University of Arkansas – Pine Bluff
4. AGORA: access to global online research in agriculture.
Mary Ochs, Cornell University
5. Partnering for phytomedicine research.
Carla Long Casler, Arid Lands Information Center, University of Arizona
6. Effective communication teaching methods in technology transfer in Nigeria: sweet potato processors experience.
Stella O. Odebode, PhD, Dept. of Agricultural Extension and Rural Development, University of Ibadan

2:00 – 4:30

Session 2: Libraries and "in-reach" -- taking a look at how we do what we do.

Moderators: Margaret Merrill, Virginia Tech University & Sheila Merrigan, University of Arizona

1. Indexing of the 2002 core agriculture serials.
Jodee Kawasaki, Montana State University
2. Dynamics of agriculture subject guides usage at KSU Libraries.
Mohan Ramaswamy, Kansas State University
3. Establishing a core list of journals for forestry: a citation analysis.
Paul Kelsey and Tom Diamond, Louisiana State University
4. Entomology faculty publications as a source of information for collection development: a case study at the University of Arkansas.
Luti Salisbury, University of Arkansas
5. Libraries stuck in the middle: reactive vs. proactive responses to the science journal crisis.
Claudine Jenda, Auburn University, and Elaine Nowick, University of

Nebraska

6. Fairy rings grow slowly: The Turfgrass Information Center, not-for-profit alliances and an endowment campaign.
Pete Cookingham, Turfgrass Information Center, Michigan State University

Contributed Poster Sessions

4:30 – 5:30

1. Food safety information: using the Internet to capture the past and present for the future.
Yvette Alonso, National Agricultural Library
2. Tools for plant biology research—preparing a poster for an institutional research day.
Ruth Lewis, Washington University
3. Agricultural sciences manuscripts and archives: major repositories in U.S. agriculture, forestry, and rural life.
Mary Ochs, Cornell University
4. The HEARTH: Home Economics Archive: Research, Tradition and History.
Mary Ochs, Cornell University, and Mary Cassner, University of Nebraska
5. Providing access to cooperative extension materials.
Althea Aschmann, Virginia Tech University
6. Creative partnering promotes cooperative collection building.
Christina M. Desai, Southern Illinois University; Sarah George, Illinois Wesleyan University; Laurie Sauer, Knox College
7. USAIN: Consortia benefits for E-license agreements via ICLOC.
Rebecca A. Smith, University of Illinois – Urbana-Champaign
8. Building a western regional rangelands web resource: An AgNIC initiative.
Barbara Hutchinson (UA), George Ruyle (UA), Mike Haddock (KSU), Jodee Kawasaki (MSU), Tim McKimmie (NMSU), Michael Haseltine (UA), Carla Casler (UA), Doug Jones (UA), Jeanne Pfander (UA), Marianne Brache (UA), and Sheila Merrigan (UA)
-- Affiliation codes: - University of Arizona (UA), Kansas State University (KSU), Montana State University (MSU), and New Mexico State University (NMSU)
9. New growing method of agricultural plants in extreme conditions.
Mukhammadzakhrab Ismanov, Tashkent State Technical University, Uzbekistan, and Fulbright Scholar, Arkansas State University – Pine Bluff.

Saturday Evening

Saturday Evening at the Krannert Center, the Roger Ebert Overlooked Film Festival, or on your own.

There are many restaurants within easy walking distance of the hotel. Or via an inexpensive taxi ride.

One entertainment option for Saturday night is to attend a performance at the **Krannert Center for the Performing Arts**. If interested, sign up before April 1st to attend one on the [Registration Form](#). We will try to get blocks of seats for each performance. For those who are interested in attending one of these performances, we'll make dinner reservations at a very nice restaurant (Timpone's) that's located less than a block from the Center. For more information about the performances, go to: <http://www.krannertcenter.com/>

- [Champaign-Urbana Symphony Orchestra Concert – Tchaikovsky & Shakespeare](#):
William Walton, As You Like It
Gounod, "Je Veux Vivre" from Romeo & Juliet
Vaughan-Williams, Serenade to Music
Tchaikovsky, Symphony No. 4 Symphony No. 4

8:00 pm (\$26)

- [StudioDance](#) – Student choreography & performances from the UIUC Department of Dance
7:00 (\$14)
- [The Impresario and The Unicorn in the Garden](#) – two short operas performed by students from the UIUC School of Music.
8:00 pm (\$9)

Another option for Saturday night might be to attend one of the films at the **5th Annual Roger Ebert Overlooked Film Festival**. Tickets for individual films may be purchased ahead of time for \$7 each. Call the Virginia Theatre, 217-356-9053, ASAP! The Virginia Theatre is just a little more than a mile north of conference hotel. For more information about the Festival go to:
<http://www.ebertfest.com/>

Sunday: April 27

7:30 – 8:30 **Continental Breakfast**

8:00 – 5:00 **Registration**

8:30 – 10:00 **Preservation Special Project Committee Update**

As more and more libraries move to "online only" for their electronic journals, we need to consider how to adapt the National Preservation Plan for Agricultural Literature to address the need to preserve last print copies of key agricultural material. Whether you work in Reference, Collection Development or Preservation, come hear an update on this and other key preservation issues, and participate in break-out discussion groups to help create a USAIN action plan on this important topic.

Conveners: USAIN Preservation Committee Co-Chairs, Mary Ochs & Joy Paulson, Cornell University

10:00 – 10:20 **Break**

10:20 – 11:30 **Collection Management Interest Group**

The Collection Management Interest Group invites you to join the discussion as we focus on the opportunities and challenges of establishing connections with academic and research scholars, publishers, and professional societies. These connections enable us to cooperate and form partnerships that expand our mutual ability to provide access to information. This will be an informal roundtable discussion that will give the participants a means of sharing ideas and experiences and for developing the contacts for potential collaborative projects.

Facilitators: JoAnn DeVries, University of Minnesota & Allison Level, Colorado State University

11:30 – 12:00 **National Agricultural Library Update**

[Peter Young](#), Director, National Agricultural Library

12:00 – 1:30 **USAIN Business Meeting & Light Buffet Luncheon**

Chaired by Dana W. R. Boden, University of Nebraska - Lincoln, USAIN President

1:30 – 3:00 **Technology Trends Interest Group**

"New Technologies in USAIN Libraries: a panel presentation."

Our librarians are on the cutting edge of new technologies. Come and learn about our members experiences with the ENCompass Search Interface, SFX Servers, Metalib, Virtual and Chat Reference.

Conveners: Pat Wilson & Valerie Perry, University of Kentucky

- ENCompass Search Interface and Virtual Reference
Mike Haddock, Kansas State University
- ENCompass Search Interface and Chat Reference Services
Nan Hyland, Cornell University
- SFX and Metalib
Allison Level, Colorado State University
- Virtual Reference, Metalib and SFX server
Alesia Mc Manus, University of Maryland

3:00 – 3:20

Break

3:20 – 5:00

Legislative and Government Relations Committee

A panel discussion on: "The strategies, tactics, and tools to communicate your message"

For any advocacy or lobbying program to be effective an organization must develop a network of advocates who can communicate effectively with internal and external audiences. This session will focus on techniques for gaining support for agricultural information programs.

Facilitator: [Ann-Marie Adams](#), Assistant Director, Office of Government Affairs, Cornell University

Speakers: Tanya Kelly-Bowry, Director of Federal and State Relations, University of Colorado, Cathann Kress, Director of Youth Development, USDA/CSREES, and Helene Dillard, Director, Cornell Cooperative Extension, Cornell University.

6:30 – 9:00

USAID Awards Dinner

Moderated by Jodee Kawasaki, Montana State University, USAID President-Elect & Chair, Awards and Honors Committee

Monday: April 28

7:30 – 8:30

Continental Breakfast

8:00 – 9:00

Registration

8:30 – 10:00

AGRICOLA Interest Group

"AGRICOLA Analysis Project and the Cooperative Indexing Project: a panel presentation in two parts"

The background, methods, and current status of these two projects will be reviewed, with time for participation and discussion.

Convener: Heather Moberly, Oklahoma State University & Karl Schneider, NAL

- AGRICOLA Analysis Project
Carla Long Casler, University of Arizona, Heather K. Moberly & Karl Schneider
- Cooperative Indexing Project
Mike Esman, NAL & Carla Long Casler

10:00 – 10:20

Break

10:20 – 12:00

Social Issues / Rural Information Interest Group

Cooperative Extension, libraries, and economic development -- What are the connections?

Moderator: Margaret Merrill, Virginia Tech

Presenters: Sheila Merrigan, Cooperative Extension, University of Arizona, Karl Schneider, National Agricultural Library, Althea Aschmann, Virginia Tech University, Margaret Merrill, Virginia Tech University

Cooperative Extension around the United States is actively involved in a variety of economic development initiatives. This is particularly true in rural counties, many of which are economically depressed. Most public libraries provide some support for entrepreneurial activities in their areas, but very few work directly with the Extension Service to promote economic development. This panel will look at examples of Extension projects in economic development and explore ways in which libraries, especially the Land-Grant Libraries, can become involved in or support Extension's economic development programs.

12:00 – 1:30

Light buffet lunch.

1:30 – 2:00

Bus to UIUC Campus

2:00 – 5:00

Tours of UIUC Facilities

We are planning to offer short tours of several facilities on campus. So far we have lined up:

- **Funk Library of Agricultural, Consumer, and Environmental Sciences**
Tour the newest library at the University of Illinois Urbana-Champaign Campus, dedicated in October, 2001
<http://www.library.uiuc.edu/AGX/Default.asp>
- **National Soybean Germplasm Collection – Maize Genetic Cooperation Stock Center**
Hear a short presentation about this special library of genetic resources and go for a short tour <http://www.life.uiuc.edu/plantbio/ars/ppgru.html>
- **W.M. Keck Center for Comparative and Functional Genomics**
Part of the [Biotechnology Center](#) at UIUC, tour the three service units of the [Keck Center](#) and hear short overviews by the directors of these units: the Functional Genomics Unit, the High-Throughput Sequencing and Genotyping Unit and the Bioinformatics Unit. <http://www.biotech.uiuc.edu/>
- **Greenhouse Tour**
- **Bus tour of campus**
The UIUC campus is quite large; take this tour to see a range of new and old architecture, including the “new-ish” Grainger Engineering Library.
- **Morrow Plots**
Not a formal tour, but you'll also want to take a few minutes to see the [Morrow Plots](#). These were developed by **George Espey Morrow**, the first dean of the UIUC College of Agriculture (1878). The Morrow Plots were the first continuous experiment in crop rotation in the U.S. and are still under continuous rotation. They are located less than a block from the ACES Library. Most agronomy textbooks refer to the historic importance of the Morrow Plots. To learn more about the Morrow Plots, click to these pages: [A](#) [B](#) [C](#) [D](#) [E](#) [F](#)

5:00 – 7:00

Closing reception

Held in the Agricultural, Consumer and Environmental Sciences Library.

7:00

Bus back to the hotel

Registration Information

The registration fee of \$225 includes all program materials, two evening receptions, three breakfasts, three lunches, and one evening banquet. **After the early bird registration deadline of April 8th, the registration fee will be \$250.** Both pre-conference sessions are offered free of charge to registrants, but we request that you indicate your interest on the registration form, so we can have enough materials prepared. Special rates are available for students and for one-day registrants (please see the registration

form). To register, please go to the secure online Registration Form on the Conference website, <http://www.library.uiuc.edu/usain/>.

Transportation Information

By land:

Champaign/Urbana is located at the junction of Interstate 57 and Interstate 74. It is about 140 miles south of Chicago, 120 miles west of Indianapolis, Indiana, and 180 miles NE of St. Louis, Missouri.

By air:

The local airport, Williard Airport (code: CMI), is served by American and Northwest. Daily connecting flights arrive and depart from Chicago O'Hare, Detroit and St. Louis. Many local folks choose to fly into the Indianapolis International Airport (code: IND), and then drive / shuttle over – about a 2 hour drive. Others prefer to fly into the Central Illinois Regional Airport in Bloomington IL (code: BMI), which has a larger airport than Champaign, and is only about one hour away. The Chancellor Hotel & Conference Center offers a free shuttle to and from Champaign transportation hubs – the airport, the railway station, and the mass transportation depot.

For additional travel information, please visit the transportation page on the Conference website, <http://www.library.uiuc.edu/usain/>.

Accommodations

A block of rooms has been reserved at the Chancellor Hotel & Convention Center for the program participants at the special rate of \$79.00 per night plus tax. Please refer to the USAIN Conference when making your reservation directly with the hotel at (800) 257-6667. **Reservations need to be made by March 25th; after this date reservations will be made on a space-available basis.** The address of the Chancellor Hotel and Conference Center is 1501 S. Neil Street, Champaign, IL 61820. For additional lodging information, please see the Lodging page on the Conference website,

<http://www.library.uiuc.edu/usain/>.

Location

All preconference sessions and regular conference sessions will be held at the Chancellor Hotel & Convention Center. Conference registration will be held at the Hotel from 8 AM – 5 PM Friday – Sunday, and from 8-9 AM on Monday. On Monday afternoon, participants will be bused to the University of Illinois at Urbana-Champaign (about a mile), for the tours and evening reception. Additional local information, including regional airports, shuttles, maps to Champaign, maps to the Chancellor Hotel & Convention Center, is available on the website for the Conference, <http://www.library.uiuc.edu/usain/>.

Conference Website

<http://www.library.uiuc.edu/usain/>