United States Agricultural Information Network

UNITED STATES AGRICULTURAL INFORMATION NETWORK
NATIONAL CONFERENCE

Auburn University
Hotel and Conference Center
Auburn, Alabama
October 28-30, 1993

"RURAL INFORMATION
AT THE CROSSROADS:
ISSUES AND OPPORTUNITIES"
## 1993-94 USAIN EXECUTIVE COUNCIL

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>University/Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>Martha Alexander</td>
<td>University of Missouri, Columbia, MO</td>
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<tr>
<td>Past President</td>
<td>Richard Rohrer</td>
<td>University of Minnesota, St. Paul, MN</td>
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<tr>
<td>Secretary/Treasurer</td>
<td>Beverlee French</td>
<td>University of California, Davis, CA</td>
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<tr>
<td>National Agricultural Library Liaison</td>
<td>Robyn Frank</td>
<td>National Agricultural Library, Beltsville, MD</td>
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<tr>
<td>Council Members</td>
<td>Kent Hendrickson</td>
<td>University of Nebraska, Lincoln, NE</td>
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<td></td>
<td>Brice Hobrock</td>
<td>Kansas State University, Manhattan, KS</td>
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<td></td>
<td>Barbara McBride</td>
<td>Food Marketing Institute, Washington, D.C.</td>
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<td>Cynthia Vie</td>
<td>Pioneer Hi-bred, International Inc.</td>
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<td>Des Moines, IA</td>
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## USAIN COMMITTEE & INTEREST GROUP CHAIRS

<table>
<thead>
<tr>
<th>Committee</th>
<th>Chair</th>
<th>University/Institution</th>
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</thead>
<tbody>
<tr>
<td>Legislative &amp; Government</td>
<td>Jan Olsen</td>
<td>Cornell University, Ithaca, NY</td>
</tr>
<tr>
<td>AGRICOLA</td>
<td>Anita Battiste</td>
<td>University of Florida, Gainesville, FL</td>
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<tr>
<td>Membership</td>
<td>Eleanor Mathews</td>
<td>Iowa State University, Ames, IA</td>
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<tr>
<td>Collection Development</td>
<td>Peggy Johnson</td>
<td>University of Minnesota, St. Paul, MN</td>
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<tr>
<td>Nominating Committee</td>
<td>Kent Hendrickson</td>
<td>University of Nebraska, Lincoln, NE</td>
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<tr>
<td>Document Delivery</td>
<td>Margaret Drews</td>
<td>Cargill, Minneapolis, MN</td>
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<tr>
<td>Program Planning</td>
<td>JoAnn DeVries</td>
<td>University of Minnesota, St. Paul, MN</td>
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<tr>
<td>Rural Information</td>
<td>Antoinette Powell</td>
<td>University of Kentucky, Lexington, KY</td>
</tr>
<tr>
<td>Telecommunications and Networking Committee</td>
<td>John Ulmschneider</td>
<td>North Carolina State University, Raleigh, NC</td>
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<tr>
<td>Technical Services</td>
<td>Amy Paster</td>
<td>Pennsylvania State University</td>
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<td>University Park, PA</td>
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THURSDAY, OCTOBER 28, 1993
DEFINING RURAL INFORMATION ISSUES

8 - 11 am  REGISTRATION AND COFFEE

8 - 9 am  NEWCOMER'S BREAKFAST
Meeting Room A
Invited breakfast for new USAIN members
Host:  Martha Alexander, President, USAIN

9 am  EXHIBITS
Meeting Rooms E, F & G
One hour breaks are near the Exhibit rooms to provide an opportunity to view exhibits and speak with exhibitors.
Opening:  Tamera Lee, Chair, Exhibits
Martha Alexander, President, USAIN

Hours:  9 am - 4 pm Thursday and
10 am - 3 pm Friday

Exhibitors:  Auburn University Office of
Information & Research
BellSouth
CAB International
Plant Genome Research Center
Silver Platter
SOLINET
USDA, National Agricultural Library

9 - 10 am  USAIN EXECUTIVE COUNCIL
Board Room  (not open to the general membership)

11 - Noon  WELCOME TO THE 1993 USAIN CONFERENCE
Auditorium
Speakers:  Martha Alexander, President, USAIN
Dr. William Highfill, Director, Auburn Library
Dr. William Muse, President, Auburn University
Noon - 2 pm LUNCH AND SPEAKER

*Ballroom A Right*

**Moderator:** Mr. Richard Rohrer  
University of Minnesota, St. Paul

*"USDA and Communications with Rural America"*

**Speaker:** Mr. Sam Taylor  
Special Assistant to the Under Secretary for Small  
Community and Rural Development, USDA  
Farmer’s Home Administration

2 - 3 pm PLENARY SESSION

*Auditorium*

**Moderator:** Mr. Kent Hendrickson  
University of Nebraska, Lincoln

*"Rural American and Global Restructuring: the Importance of Social Infrastructure"*

**Speaker:** Dr. Cornelia Flora, Head  
Department of Rural Sociology  
Virginia Polytechnical Institute and State University

3 - 4 pm EXHIBITS AND BREAK

*Meeting Rooms E, F & G*

4 - 5 pm FOCUS SESSION

*Auditorium*

**Moderator:** Ms. Robyn Frank  
National Agricultural Library

*"Americans Communicating Electronically".*

**Speaker:** Dr. Janet Poley, Deputy Administrator  
Communication, Information and Technology  
Extension Service, USDA

*"Information and Resources for Rural Areas"*

**Speaker:** Ms. Melanie Gardner  
Rural Information Center  
National Agricultural Library
5 - 5:45 pm  COMMITTEE MEETINGS

Legislative & Government ........ Meeting Room B
Jan Olsen, Chair

Membership ................. Meeting Room D
Eleanor Mathews, Chair

Nominating ..................... Meeting Room H
Kent Hendrickson, Chair

Telecommunications & Networking . Ballroom B Left
John Ulmschneider, Chair

5:45 - 6:30 pm  INTEREST GROUP MEETINGS

AGRICOLA ..................... Meeting Room B
Anita Battiste, Chair

Collection Management ....... Auditorium
Peggy Johnson, Chair

Document Delivery ............. Meeting Room H
Margaret Drews, Chair

Rural Information ............. Ballroom B Left
Toni Powell, Chair

Technical Services ............. Meeting Room D
Amy Paster, Chair

7 - 8 pm  RECEPTION, AUBURN UNIVERSITY HOTEL &
CONFERENCE CENTER

Ballroom A Right
Host: Dr. William Highfill, Director
Auburn University Library

8 pm  TOURS OF RALPH BROWN DRAUGHON LIBRARY
FRIDAY, OCTOBER 29, 1993
EXPLORING ELECTRONIC HIGHWAYS TO RURAL AMERICA

8 - 9 am  REGISTRATION AND COFFEE

9 - 10 am  PLENARY SESSION
Auditorium
Moderator:  Dr. William Highfill
Auburn University

"Emerging Communication Technologies"
Speaker:  Mr. Stephen Barreca, Manager
Technology Forecasting Group
BellSouth

10 - 11 am  EXHIBITS AND BREAK
Meeting Rooms E, F & G

11 - Noon  FOCUS SESSION
Auditorium
Moderator:  Ms. Helen Smith
Pennsylvania State University

"Evaluation of a Pilot Test to Produce and Distribute the Journal
of Extension Electronically"
Speaker:  Dr. James Summers, Director
Office of Evaluation Studies
University Extension
University of Missouri

"The Child, Youth and Family Education and Research Network:
Some Preliminary Steps in Networking for Extension"
Speaker:  Dr. John Kane, Coordinator
Youth Development Information Center
National Agricultural Library

Noon - 1 pm  LUNCH
Ballroom A Right

1 - 2:30 pm  PRESERVATION PLAN REPORT
Auditorium
Speaker:  Dr. Brice Hobrock
Kansas State University
2:30 - 3 pm  EXHIBITS AND BREAK  
Meeting Rooms E, F & G

3 - 3:30 pm  BUS RIDE TO TUSKEGEE  
Buses will be at the hotel front entrance

3:30 - 5:30 pm  TUSKEGEE UNIVERSITY  
Host:  Ms. Annie King  
Tuskegee University  

Tours:  George Washington Carver Museum  
NASA/TU Sweetpotato for Space Project  
Sweetpotato Molecular Genetics Laboratory  
Host:  C.S. Prakash  
Center for Research on Diet, Lifestyle & Cardiovascular Disease in Rural Black Alabamians  
Host:  R. Pace  
National Sweetpotato Information Center  
Hosts:  A. King and S. Caldwell

5:30 - 6:30 pm  RECEPTION, CAMPBELL HALL  
Welcome to Tuskegee University  

Dr. Walter Hill, Dean  
School of Agriculture and Home Economics  
Tuskegee University  

Dr. William Lester, Provost  
Tuskegee University
SATURDAY, OCTOBER 30, 1993
OPPORTUNITIES FOR MEETING RURAL NEEDS

8:30 - 9 am  COFFEE
Prefunction Foyer

9 - 10:30 am  FOCUS SESSION
Auditorium
Moderator: Mr. Irwin Weintraub
Rutgers University

"Environmental Racism"
Speaker: Dr. Conner Bailey
Dept. of Agricultural Economics & Rural Sociology
Auburn University

"Profitable and Economically Sound Agriculture: A Sustainable Approach to the Future"
Speaker: Dr. James Novak
Dept. of Agricultural Economics & Rural Sociology
Auburn University

"The Age Factor and Black Land Ownership"
Speaker: Dr. Robert Zabawa
George Washington Carver Agricultural Experiment Station
Tuskegee University

"Black Farmers"
Speaker: Dr. George Paris, Manager
George Washington Carver Agricultural Experiment Station
Tuskegee University

10:30 - 11 am  BREAK
Prefunction Foyer
CONTRIBUTED PAPERS
USAIN members present issues and projects involving services to rural communities in three concurrent sessions.

CHOOSE 1 OF 3 MEETING ROOM SESSIONS.

Meeting Room A
Moderator: Ms. Elizabeth Fuseler
Chair, Contributed Papers
Colorado State University

"Building a Rural Information Collection at a Non-Land Grant University"
Speakers: Ms. Carol Graham Covey &
Ms. Jeanne Stierman
Western Illinois University

"User Accessed AGRICOLA made Available to a Branch Campus AG Program via the INTERNET and FIRSTSEARCH"
Speaker: Mr. Harvey R. Gover
Washington State University, Tri-Cities

"Information Poor, Information Rich: Rural America and the INTERNET"
Speaker: Mr. Gregory Lawrence
Cornell University

Meeting Room B
Moderator: Ms. Eleanor Mathews
Iowa State University

"Issues in Providing Information to Rural and Remote Constituencies"
Speakers: Ms. Peggy Beavers and Mr. Ted Sibia
National Agricultural Library
University of California, Davis

"Sustainable Agriculture Network: An Overview"
Speaker: Mr. Gabriel Hegyes
National Agricultural Library
Meeting Room D

Moderator: Ms. Dana Boden
University of Nebraska, Lincoln

"Information Literacy for Extension Specialists"
Speaker: Ms. Jodee Kawasaki
Montana State University

"Meeting the Information Needs of the Front Line Information Providers"
Speaker: Ms. Patricia Wilson
University of Kentucky

Noon - 2 pm LUNCH
Ballroom A Left
Business Meeting and Committee and Interest Group Reports and Pre-conference Report

2 - 4 pm FOCUS SESSION
Auburn Library Auditorium
Moderator: Ms. Amy Pastor
Pennsylvania State University

"University Outreach in the 21st Century"
Speaker: Dr. Ann E. Thompson, Associate Provost and Vice President for Extension and Director, Alabama Cooperative Extension Service, Auburn University

"Information to the People: Cooperation Between the Library and Agricultural Extension"
Speaker: Ms. Antoinette P. Powell, Director, Agriculture Library, University of Kentucky

"Beam Me Up Scottie!: New Trends in Pioneer Hi-Bred International’s Communications with Rural America"
Speaker: Ms. Willona Goers, Director, Software Services & Broadcast Information, Pioneer Hi-Bred International

5 - 8 pm OUTDOOR BARBECUE ON THE LIBRARY LAWN
Jazz entertainment
USAIN '93 SPONSORS

Auburn University Library
Cargill Information Center
EBSCO Subscription Service
The Haworth Press, Inc.

USAIN '93 EXHIBITORS

Auburn University Office of Information and Research
BellSouth
CAB International
Plant Genome Research Center
SilverPlatter
SOLINET
USDA, National Agricultural Library
For your convenience, the following are available for your use:

- Computer
- E-Mail
- Fax
- Business Desk

Please contact Sheri Downer for information.
Administration

Hotel Guest Registration

Meet. A

Meet. B

Meet. C

Meet. D

Meet. E

Meet. F

Meet. G

The Dell

Hotel Lobby

Gift Shop

Ivy's Restaurant

Ivy's Lounge

Information

Pool

Administration

Prefunction Foyer

Ballroom A

Ballroom B

Computer Lab

Auditorium
PROGRAM CHANGE

Friday, October 29:

2 - 3 pm  Plenary Session
  Auditorium
  Moderator:  Mr. Richard Rohrer
  University of Minnesota

"Government and the Superhighway"
Speaker:  Mr. Larry Williams
Special Assistant to the Under Secretary
National Telecommunications Information Administration