CAPITAL IDEAS 2009
Surviving & Thriving In Uncertain Times

Wednesday, September 30 - Friday, October 2, 2009
Albany, NY

Annual Meeting of the Upstate New York and Ontario Chapter of the Medical Library Association
Welcome to Albany!

We certainly do live in interesting times. Whether or not you feel like you're barely surviving or you feel like you're thriving on the challenges ahead, UNYOC's 45th Annual Conference will provide you with practical, sound knowledge that will leave you invigorated and ready to face anything. The Conference Planning Committee has once again done an excellent job building a great program!

And, I may be biased of course, Albany in the Fall is a wonderful place to visit! There's so much to see and do in the Capital District and the Fall colors are just phenomenal.

Looking forward to seeing you!

Elizabeth Irish
Chair, UNYOC

Our Conference Host City:

Albany is awesome! New York State's Capital City is located on the banks of the Hudson River, an area rich in history. Proudly celebrating the quadricentennial anniversary of Dutch explorer Henry Hudson’s voyage upriver on the Half Moon, Albany joins others in the region to celebrate this 400 year anniversary.

Due to Albany’s proximity to the Hudson and Mohawk Rivers as well as the near equidistance from other major Northeast cities (Boston, Montreal, New York, and Syracuse), Albany has been a commercial hub since its origin. The city has evolved from its pioneer days to be the home of first class educational institutions and health care organizations as well as a key part of Tech Valley and a world-renowned nanotechnology research and development center.

Albany is a cultural center as well as a commercial hub with popular venues such as the Times Union Center, Saratoga Performing Arts Center, many museums, and fine dining establishments providing places to relax, learn and have fun.
2009 UNYOC Featured Speakers

Plenary 1:
The 2009 Horizon Report: Key Emerging Technologies

Rachel S. Smith
Hilton Garden Inn – USS Albany Ballroom

The annual Horizon Report describes the continuing work of the New Media Consortium’s (NMC) Horizon Project, a research-oriented effort that seeks to identify and describe emerging technologies likely to have considerable impact on teaching, learning, and creative expression within higher education. In this keynote, Rachel Smith will introduce the six technologies covered in the 2009 Horizon Report and describe the process of identifying and selecting the topics. She will show examples of how each technology is being used in higher education, with an emphasis on library applications.

Rachel S. Smith is the Vice President, NMC Services for the New Media Consortium (NMC), an international consortium of nearly 300 world-class universities, colleges, museums, research centers, and technology companies dedicated to using new technologies to inspire, energize, stimulate, and support learning and creative expression.

Plenary 2:
Acquisitions on a Diet

Mark Funk
Hilton Garden Inn – USS Albany Ballroom

Mark Funk shares acquisitions “dieting tips” from his considerable experience and from collection development librarians over the country, and presents methods to find your “skinny library within”.

Mark Funk served as 2007-08 Medical Library Association President. He is Resources Management - Collections Head of the Samuel J. Wood Library at Weill Cornell Medical College.

Plenary 3:
Innovation during Challenging Times

Arthur Downing, PhD
Hilton Garden Inn – USS Albany Ballroom

As user-centered, service-driven organizations, libraries face the need to introduce service improvements even when the resources to support innovation are not readily available. Moreover, library users come to us with rising service expectations based on their experiences in retail sales environments, especially e-commerce. How can libraries pursue service innovation in challenging economic times and apply lessons from the retail sector? The presentation will draw from examples of service innovation at the presenter’s library including cell phone based services, social networking tools, and GIS services.

Arthur Downing is Assistant Vice President for Information Technology and Chief Information Officer, Baruch College, City University of New York.

Plenary 4:
The Valuing Library Services Calculator

Barbara Jones, MLS
Hilton Garden Inn – USS Albany Ballroom

Barbara Jones is Missouri/Library Advocacy Liaison, NN/LM MidContinental Region, J Otto Lottes Health Science Library, University of Missouri - Columbia
# 2009 UNYOC Conference at a Glance

## Wednesday, September 30, 2009

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>REGISTRATION</td>
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<tr>
<td>1:00 - 5:00 pm</td>
<td>Communicating with Physicians</td>
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| RECEPTION          | 6:00 - 8:00 pm                            | Atrium/Fireside Lounge

## Thursday, October 1, 2009

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<th>Time</th>
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| UNYOC Board Meeting| 7:30 - 9:00 am                            | Hilton Garden Inn Boardroom
| REGISTRATION/BREAKFAST | 7:30 - 9:00 am              | Lobby
| PROGRAM            | 9:00 - 9:15 am                           | Welcome
| PLENARY 1          | 9:15 - 10:30 am                          | The 2009 Horizon Report
| BREAK              | 10:30 - 11:15 am                         | Break & Vendor Exhibits
| PROGRAM            | 11:15 - Noon                              | Updates
| LUNCH              | 12:00 - 1:00 pm                           | Hilton Garden Inn - Atrium
| PLENARY 2          | 1:00 - 2:00 pm                            | Acquisitions on a Diet
| BREAK              | 2:00 - 2:30 pm                            | Break & Vendor Exhibits
| PLENARY 3          | 2:30 - 3:30 pm                            | Innovation during Challenging Times
| POSTER SESSION     | 3:30 - 5:00 pm                            | Vendors, Posters and AHIP Update
| ALBANY TROLLEY TOUR| 5:00 - 6:00 pm                            | Leave from Hilton Garden Inn
| DINNER             | 6:00 - 9:00 pm                            | NYS Cultural Education Center

## Friday, October 2, 2009

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<th>Time</th>
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| UNYOC Annual Business Meeting | 8:30 - 10:00 am              | USS Albany Ballroom
| BREAK              | 10:00 - 10:30 am                         | Break
| PLENARY 4          | 10:30 - 11:30 am                         | Valuing Library Services Calculator
| PROGRAM            | 11:30 - Noon                              | Awards and Recognition
| UNYOC Executive Committee Meeting | Noon - 1:00 pm                  | Hilton Garden Inn
Communicating with Physicians: For Librarians
Bradley A. Long, MLS
Peter M. Jucovy, MD

Location: Albany Medical College
Level: beginning
Prerequisite: none
Max. # Attendance: 30
Cost for UNYOC members: $50.00
Non-member cost: $65.00

Course description:
Learn how to communicate more effectively with physicians. The overall goal is for librarians to understand the viewpoint of physicians during a library transaction and the ways the librarian can direct the interaction in a positive manner. The outcome of the course is that the librarian gains first-hand knowledge from a physician of what the physician’s expectations are during a library transaction.

Instructors:
Bradley A. Long, Head, Reference and Liaison Services, Health Sciences Library, SUNY Upstate Medical University, Syracuse, NY, and Peter M. Jucovy, MD, Chair, Institutional Review Board, Philadelphia Veterans Affairs Medical Center, Philadelphia, PA

Thursday 5:00 pm
Tour Albany on an Albany Trolley!
Leave from the Hilton Garden Inn for a 1 hour tour of Albany and drop-off at the Cultural Education Center! Return by trolley to the Hilton at 9:00 pm.

Thursday Dinner 6:00 - 9:00 pm
New York State Cultural Education Center
Hilton Garden Inn Albany Medical Center

62 New Scotland Avenue
Albany, NY 12208
Tel: 518-396-3500
Fax: 518-396-3535

Rates
UNYOC group rates available for Wednesday September 30 and Thursday October 1:
1 KING DLX EVOLUTION SUITE
rates from 129.00 USD/night
2 QUEEN BEDS EVOLUTION RM
rates from 129.00 USD/night
Rooms are being held for UNYOC until September 23, 2009.

Book your room online: Go to http://unyoc.mlanet.org/ and click on “book your room now-online!”

Directions
From the North - Take Interstate 87-South to exit 7 for Rt 7 East to 787 South to Exit 3B Madison Ave. Continue on Madison Ave and take a left on New Scotland. Go to 4th light and take a left on Holland Avenue and the hotel entrance will be on the Left.

From the East - Take Interstate 90 West to 787 South to exit 3B Madison Ave. Continue on Madison Ave and take a left on New Scotland Ave. Go to 4th Light and take a left on Holland Ave - Hotel Entrance on Left.

From the West - Take Interstate 90 East to exit 4 (after the last toll plaza the exit numbers start at 1 and then go up). Continue on 85 west to Krumkill Rd exit. The first light off the exit make a left going over the highway. At the next light make a right onto Krumkill rd. Follow Krumkill Rd. to New Scotland Ave. Make a left onto New Scotland Ave. Make a right onto Holland Ave. The Hotel entrance will be on the left.

From the South - New York State Thruway 87 North to exit for Rt 9W. After the tolls take the immediate exit ramp on the right. At the light make a left onto 9W north. Follow 9W north to Delaware Ave. Make a right onto Delaware Ave. Follow Delaware Ave. to Holland Ave. Make a left onto Holland Ave. Continue on Holland for about 1/2 mile the Hotel entrance will be on the right.

Hotel Parking
Self Parking: 10.00 USD
In/Out Privileges: Available
Secured: Available
Covered: Available
Parking Information: $10.00 parking assessment per room night.
# 2009 UNYOC Conference Registration

**Name**

**Library**

**Institution**

**Address**

**City**

**State/Province**

**Zip**

**Email**

**Phone**

**FAX**

**Membership Status:** (please check all that apply)
- [ ] UNYOC
- [ ] Other MLA Chapter
- [ ] Non-Member
- [ ] Student

**Note:** Registrations received after Friday, Sept. 11 will incur a $25 late fee. There will be a $25 processing fee for all cancellations. No refunds will be given after Sept. 11. Receipts will be provided at the conference.

**Questions:** Contact Sue Bretscher (607-798-5290 or sbretscher@lourdes.com) or Brad Long (315-464-7112 or longb@upstate.edu).

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## Continuing Education

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## Conference

### Package Plan
(includes meetings on both days. Wednesday evening reception, Thursday evening banquet, breakfast and lunch on Thursday and breakfast on Friday)

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### Thursday Only
(includes meeting, breakfast & lunch)

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### Friday Only
(includes meeting & breakfast)

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### Event Tickets

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**Grand Total**