



11<sup>th</sup> Biennial Conference  
**APRIL 27-30, 2008 • WOOSTER, OH**

Hosted by The Ohio State University Libraries and Ohio Agricultural Research and Development Center

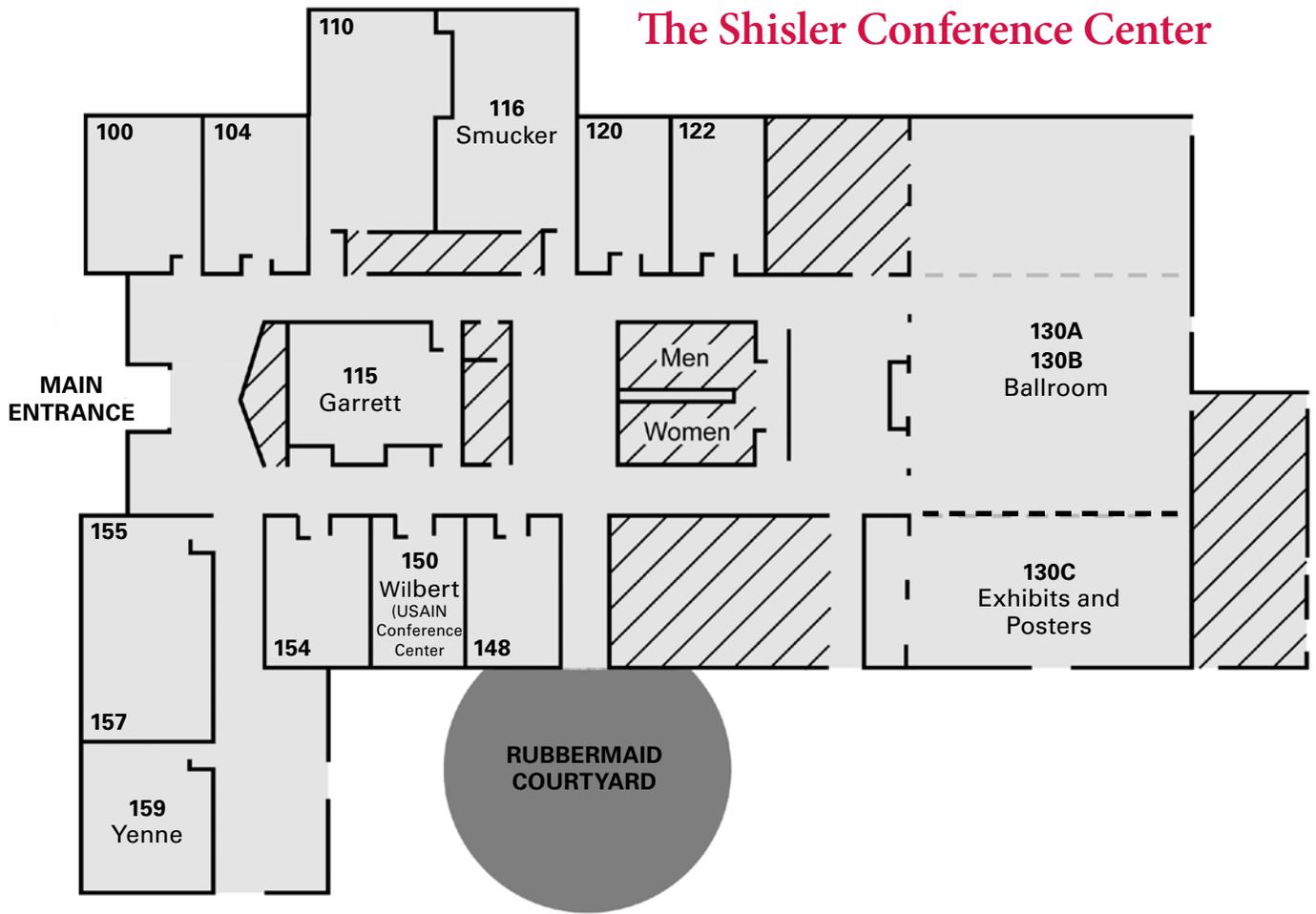


# Tradition in Transition:

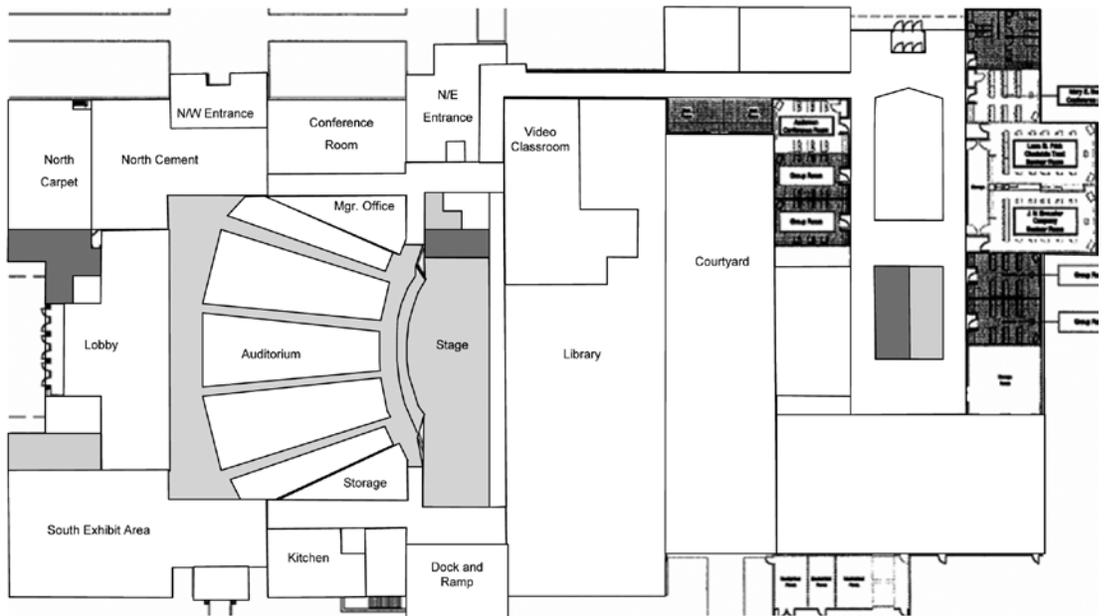
*Information Fueling the Future of Agbiosciences*



## The Shisler Conference Center



## Fisher Auditorium



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<http://usain.org>

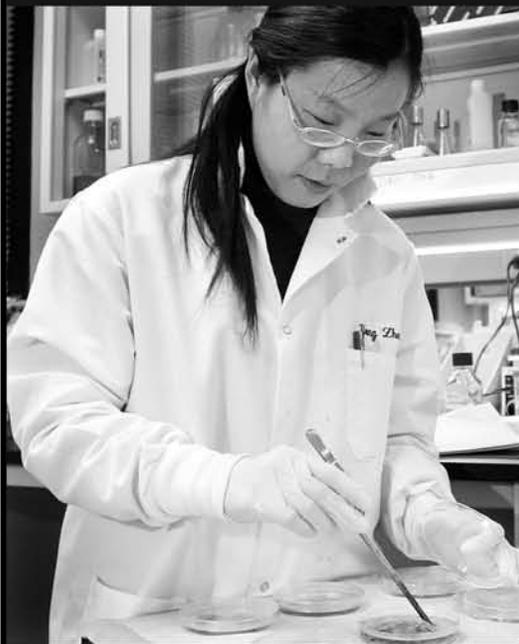
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## *Welcome to the 20th Anniversary Celebration of the USAIN Biennial Conference!*

It does not seem as if it has been a year and a half since we were in Ithaca, New York, watching Connie Britton present some slides of the Arden Shisler Conference Center, the surrounding scenery, and the activities taking place at the Ohio Agricultural Research and Development Center, the Library, and Ohio State University. It was an exciting invitation to the 2008 USAIN Conference. Almost immediately, Connie and Anita Ezzo started putting together committees to plan the program, travel and lodging, food, exhibits, tours, and, of course, the 20th Anniversary Celebration.

We are delighted to welcome you to Wooster and to what promises to be a successful mix of pre-conference events, interesting speakers, papers and posters, and special presentations organized by USAIN Interest Groups. We expect that you will have lots of opportunities to socialize and interact with your colleagues, visit the exhibits, and share your thoughts and suggestions for improving our organization. After the meeting, we hope that you will go back to your libraries filled with new ideas that you want to try. The committee chairs and their members, all of whom are volunteers, have done an extraordinary amount of planning and preparation to make “Tradition in Transition: Information Fueling the Future of AgBiosciences” a conference that we will all remember.



**Norma Kobzina**  
*President, USAIN*



**Heather K. Moberly**  
*Past-President, USAIN*



**Katie Newman**  
*President-Elect, USAIN*



**2008 MEETING ORGANIZING COMMITTEES**

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*Conference Planning Co-Chairs*

Constance Britton, The Ohio State University  
 Anita Ezzo, Michigan State University

*Pre-Conference Committee*

Joe Zumalt, Chair, University of Illinois  
 Laura Hanson, University of Illinois  
 Pali Kuruppu, Iowa State University  
 Rob McGeachin, Texas A&M University  
 Sarah Williams, Illinois State University

*Invited Speakers Committee*

Luti Salisbury, Chair, University of Arkansas  
 Madeleine Charney, University of Massachusetts  
 Diane Fagen, American Veterinary Medical Association  
 Donna Loews, CABI  
 Margaret Merrill, Virginia Tech University  
 Maria Pisa, The National Agricultural Library

*Contributed Papers/Posters Committee*

Sheila Merrigan, Chair, University of Arizona  
 Valrie Davis, University of Florida  
 Nancy Duran, Texas A&M University  
 Sharon Fujitani, California Polytechnic State University  
 Maria Pisa, The National Agricultural Library  
 Luti Salisbury, University of Arkansas  
 Marianne Stowell Bracke, Purdue University

*Sponsors/Exhibitors Committee*

Nicole Joos, Chair, Cornell University  
 Elizabeth Hassemer, University of Vermont  
 Valerie Perry, University of Kentucky  
 Mohan Ramaswamy, Kansas State University

*Technology Committee*

Susan Logan, Chair, The Ohio State University  
 David Lohnes, Webmaster, The Ohio State University

*Local Arrangements Committee*

Constance Britton, Chair, The Ohio State University  
 Christen Cardina, The Ohio State University  
 Ella Copeland, The Ohio State University  
 Eboni Francis, The Ohio State University  
 Susan Logan, The Ohio State University  
 Sarah Murphy, The Ohio State University  
 Hannah Roscoe-Metzger, Shisler Conference Center, The Ohio State University  
 Pat Sword, The Ohio State University

*20th Anniversary Celebration Committee*

Eboni Francis, Co-Chair, The Ohio State University  
 Pat Weaver-Meyers, Co-Chair, Samuel Noble Foundation  
 May Chau, Oregon State University  
 Toni Greider, University of Kentucky  
 Barbara Hutchinson, University of Arizona  
 Donna Loews, CABI  
 Pat Wilson, University of Kentucky

**COMMITTEE CHAIRS**

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*Awards and Honors* ..... Kathleen (Katie) Newman, University of Illinois at Urbana-Champaign  
*Communications Committee* ..... Helen Smith, Pennsylvania State University  
*Budget Task Force* ..... Sharon Fujitani, California Polytechnic State University  
*Legislative & Government Relations* ..... Sally J. Kelley, University of Arkansas  
*Bylaws* ..... Heather K. Moberly, Oklahoma State University  
*Membership* ..... Bradley Brazzeal, Mississippi State University  
*Nominations/Elections* ..... Heather K. Moberly, Oklahoma State University

**SPECIAL PROJECT COMMITTEE CHAIRS**

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- Preservation* ..... Joy Paulson, Cornell University
- Task Force for the Assessment of a National Agricultural Information Infrastructure* ..... Barbara Hutchinson, University of Arizona

**INTEREST GROUP CONVENERS**

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- AgNIC Interest Group* ..... Allison Level (Convener), Colorado State University  
Mohan Ramaswamy (Council Liaison), Kansas State University
- Animal Health Interest Group* ..... Heather K. Moberly (Convener), Oklahoma State University
- Collection Management* ..... Valerie Perry (Co-Convener), University of Kentucky  
Diana Farmer (Co-Convener), Kansas State University
- Social Issues/Rural Information* ..... Regina Cannon (Co-Convener), University of Georgia  
Deva E. Reddy (Co-Convener), Texas A&M University
- Technology Trends* ..... Claudine Jenda (Co-Convener), Auburn University  
Marty Kesselman (Co-Convener and Council Liaison), Rutgers University  
Vernon Kisling (Co-Convener), University of Florida

**EXECUTIVE COUNCIL**

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- President* ..... Norma Kobzina, University of California, Berkeley
- President-Elect* ..... Kathleen (Katie) Newman, University of Illinois at Urbana-Champaign
- Past President* ..... Heather K. Moberly, Oklahoma State University
- Secretary-Treasurer* ..... Sharon Fujitani, California Polytechnic State University
- NAL Representative* ..... Mike Esman, The National Agricultural Library
- Directors, 2006-2008* ..... Diana Farmer, Kansas State University  
Marty Kesselman, Rutgers University  
Sheila Merrigan, University of Arizona
- Directors, 2007-2009* ..... Allison Level, Colorado State University  
Mohan Ramaswamy, Kansas State University  
Sarah C. Williams, Illinois State University

**AWARDS**

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- USAIN Graduate Student Scholarship* ..... Sarah Kasten, Simmons College
- USAIN Conference Scholarships for New Professionals* ..... Noël Kopriva, West Virginia University
- USAIN Conference Scholarships for New Professionals* ..... Amy Bedard, The Miner Institute

## PRE-CONFERENCE

*Saturday, April 26, 2008*

2:00 p.m. – 5:00 p.m. CABI North American Library  
Advisory Board Meeting ..... Smucker

## PRE-CONFERENCE

*Sunday, April 27, 2008*

## Concurrent Sessions

8:00 a.m. – Noon Pre-Conference I: ..... Andersons

**The Terrible 2.0s—Web 2.0 and Its Impact  
on Agriculture and Information Professionals**

Presenter: Jerold R. Thomas, Ph.D., Ohio State University Extension

Pre-Conference II: ..... Frick

**Mapping Data 'Til the Cows Come Home!  
Geographic Information Systems Applications in Agriculture**

Presenter: Jaime Stoltenberg, Map and GIS Librarian,  
University of Wisconsin-Madison, Department of Geography

8:00 a.m. – 3:00 p.m. USAIN Executive Council Meeting ..... Garrett

10:00 a.m. – 10:30 a.m. Break

Noon Box Lunch for Pre-Conference Attendees and Tours ..... Shisler

1:00 p.m. – 5:00 p.m. Tours ..... Meet at Shisler

6:00 p.m. – 9:00 p.m. Welcome Reception ..... Hilton Garden Inn  
(sponsored by Ohio State University Libraries and OARDC)

## CONFERENCE

*Monday, April 28, 2008*

7:30 a.m. – 8:45 a.m. Continental Breakfast/Interest Groups Meet 'n' Eat ..... Shisler  
(sponsored by The Samuel Roberts Noble Foundation)

8:45 a.m. – 9:00 a.m. Opening Session ..... Ballroom AB

**Welcome**

David A. Benfield, Associate Director, OARDC

Joseph Branin, Director of Libraries, The Ohio State University

**Introduction to Plenary Session**

Anita Ezzo, Michigan State University

*IT'S EASY BEING GREEN AT USAIN: Don't want to carry home paper copies of presentations?  
Download the handouts and presentations to your flash drive.*

9:00 a.m. – 10:00 a.m.	<p><b>Plenary Panel — Adding Value to Agriculture: Biofuels</b> ..... Ballroom AB (sponsored by <i>The National Agricultural Library</i>)</p> <p><b>Corn-based Ethanol: the Good, the Bad, and the Ugly</b> Dennis Keeney, Senior Fellow, Institute for Agriculture and Trade Policy</p> <p><b>Why Cellulosic Ethanol Is Nearer Than You Think: Creating the Biofuels Future</b> Bruce Dale, Editor, Biofuels, Bioproducts and Biorefining; Head, Biomass Conversion Research Laboratory, Michigan State University</p>
10:00 a.m. – 10:15 a.m.	<p><b>Questions and Discussion</b> ..... Ballroom AB Moderator: Anita Ezzo, Michigan State University</p>
10:15 a.m. – 10:45 a.m.	<p><b>Break and Exhibits</b> ..... Ballroom C (break sponsored by <i>Aroq Ltd.</i>)</p>
10:45 a.m. – 11:45 a.m.	<p><b>Plenary Panel (continued) — Adding Value to Agriculture: Bioenergy/Bioproducts</b>..... Ballroom AB (sponsored by <i>USDA Economics, Statistics and Market Information System</i>)</p> <p><b>Bioenergy from Agricultural Waste</b> Ann Christy, Professor, Food, Agricultural and Biological Engineering, Ohio State University</p> <p><b>Transforming Agriculture to Meet Advanced Energy and Material Needs</b> Stephen Myers, Director, Ohio Bioproducts Innovation Center</p>
11:45 a.m. – Noon	<p><b>Questions and Discussion</b> ..... Ballroom AB Moderator: Anita Ezzo, Michigan State University</p>
Noon – 1:15 p.m.	<p><b>Lunch</b> ..... Ballroom AB</p>
1:15 p.m. – 2:00 p.m.	<p><b>NAL Update</b> ..... Ballroom AB Presenter: Peter Young, Director, The National Agricultural Library</p>
<b>Concurrent sessions</b> 2:15 p.m. – 3:15 p.m.	<p><b>Panel Presentations</b> ..... Smucker</p> <p><b>Tapping Technology as a Conduit for Communication</b> Moderator: Allison Level, Colorado State University</p> <p><b>They Use WebCT, So Why Shouldn't We? Some Novel Uses of Online Courseware to Further Communication with Faculty and Students</b> Presenter: Amy Shannon, Life and Health Sciences Librarian, University of Nevada Reno</p> <p><b>Putting Student Input to Work: Using Low-tech Methods to Gather Feedback on a New Technology</b> Presenter: Sarah Williams, Science and Technology Librarian, Illinois State University</p> <p><b>Beyond the Coconut Telegraph: A Web Instruction Idea for Master Gardeners</b> Presenter: Allison Level, Natural Resources Librarian, Colorado State University</p> <p><b>Animal Health Interest Group Business Meeting</b> ..... Yenne Convener: Heather Moberly, Oklahoma State University</p>

<b>3:15 p.m. – 3:45 p.m.</b>	<b>Break and Exhibits</b> ..... Ballroom C <i>(break sponsored by Aroq Ltd.)</i>
<b>Concurrent sessions</b>	
<b>4:00 p.m. – 5:30 p.m.</b>	<b>Preservation Committee, Collection Management and Animal Health Information Interest Groups: Saving the Elusive Past for the Future: A Case Study in Collaboration</b> ..... Smucker Presenters: Trenton Boyd, University of Missouri-Columbia; Vicki F. Croft, Washington State University; Gayle Willard, Kansas State University; Diane Fagen, American Veterinary Medical Association; Gretchen Stephens, Purdue University; Heather K. Moberly, Oklahoma State University; Esther Carrigan and Joe Jaros, Texas A&M University Moderator: Joe Jaros, Texas A&M University
<b>4:00 p.m. – 4:45 p.m.</b>	<b>Linking Research and Entrepreneurial Commercialization</b> ..... Yenne Presenters: David Boulay, Director, Small Business Development Center; Meagan Barnes, Business Development Specialist; Tom Worley, Director, Ohio State University South Centers Moderator: David Boulay
<b>4:45 p.m. – 5:30 p.m.</b>	<b>Transition with Tradition: Demonstrating Creative Approaches to Apply Information, Knowledge Sharing and ICTs in the Agbiosciences Worldwide</b> ..... Yenne Presenters: Barbara Hutchinson, University of Arizona; Mary Ochs, Cornell University; Peter Ballantyne, IAALD President
<b>6:00 p.m. – 7 p.m.</b>	<b>Barbeque Dinner (cash bar)</b> ..... Courtyard <i>(sponsored by Elsevier)</i> <b>Dr. Dave's Whiz Bang Science Show</b> <b>1st USAIN Cornhole Tournament</b>

**CONFERENCE**

*Tuesday, April 29, 2008*

<b>7:30 a.m. – 8:30 a.m.</b>	<b>Full Breakfast / Interest Groups Meet 'n' Eat</b> ..... Ballroom AB <i>(sponsored by Medina County and Wayne County Farm Bureaus)</i>
<b>8:00 a.m. – 9:00 a.m.</b>	<b>USAIN Business Meeting</b> ..... Ballroom AB
<b>9:15 a.m. – 9:45 a.m.</b>	<b>Plenary – Farming Sustainably: Lessons from the Soil</b> ..... Ballroom AB  <b>Introduction to Plenary Session</b> Moderator: Margaret Merrill, Virginia Tech University  <b>The Importance of Soil Ecology in Sustainable Agriculture</b> Clive Edwards, Professor of Entomology and Director, Soil Ecology Program, Ohio State University
<b>9:45 a.m. – 10:00 a.m.</b>	<b>Questions and Discussion</b> ..... Ballroom AB Moderator: Margaret Merrill, Virginia Tech University
<b>10:00 a.m. – 10:30 a.m.</b>	<b>Break and Exhibits</b> ..... Ballroom C <i>(break sponsored by CABI)</i>

<b>10:30 a.m. – 11:30 a.m.</b>	<p><b>Plenary Panel – Farming Sustainably: Lessons from the Amish</b> ..... Ballroom AB</p> <p><b>Cultural and Ecological Aspects of Amish Agriculture</b> Deborah Stinner, Coordinator, Organic Food and Farming Education and Research Program, Ohio State University</p> <p><b>Amish Farm Economics, Implications for Extension Work</b> Randy James, Educator, Ohio State University Extension, Geauga County, and author, <i>Why Cows Learn Dutch</i></p> <p><b>Personal Insights</b> David Kline, Amish farmer, author and editor, <i>Farming Magazine</i></p>
<b>11:30 a.m. – 11:45 a.m.</b>	<p><b>Questions and Discussion</b> ..... Ballroom AB Moderator: Connie Britton, Ohio State University</p>
<b>11:45 a.m. – 1:00 p.m.</b>	<p><b>Lunch</b> ..... Ballroom AB</p> <p><b>Book Sale and Author Signing</b> ..... Ballroom C</p>
<b>Concurrent sessions</b>	
<b>1:00 p.m. – 2:30 p.m.</b>	<p><b>Technology Trends Interest Group: Leaving the Barn Door Open: Utilizing Technology to Enhance Traditional Roles and Values</b> ..... Smucker Conveners: Martin Kesselman, Rutgers University; Claudine Jenda, Auburn University</p> <p><b>Reaching Out Through Web 2.0</b> Presenter: Valerie Perry, University of Kentucky</p> <p><b>Virtual Worlds for Virtual Collaboration</b> Presenter: Martin Kesselman, Rutgers University</p> <p><b>Emerging Roles for Librarians in Scholarly Communication and Science Data Curation</b> Presenter: Barbara Hutchinson, Arizona State University</p> <p><b>Agriculture Librarians Harnessing Technology in Innovative Ways: Results of a Survey</b> Presenter: Claudine Jenda, Auburn University</p>
<b>1:00 p.m. – 2:00 p.m.</b>	<p><b>Contributed Papers: Session A</b> ..... Yenne Moderator: Sharon Fujitani, California Polytechnic State University</p> <p><b>The Potential Impact of ‘Public Access’ Legislation on Access to Forestry Literature</b> Presenter: Bradley Brazzeal, Mississippi State University</p> <p><b>Preserving Federal State Market News Service Data</b> Presenter: Susan Garbarino, University of California, Berkeley</p> <p><b>Using GIS to Breathe New Life Into Historic Soil Surveys</b> Presenters: Marianne Stowell Bracke and Christopher C. Miller, Purdue University</p>

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**Concurrent sessions**  
**2:30 p.m. – 3:30 p.m.**

**Contributed Papers: Session B** ..... Yenne

Moderator: Nancy Duran, Texas A&M University

**FAO as a Knowledge Organization: Leveraging on Partnerships to Promote Knowledge Exchange in the Agricultural Domain**

Presenter: Stephen Katz, Food and Agriculture Organization of the U.N.

**New Traditions and Transitions: A Web Portal to Discover, Create and Exchange Knowledge of the Sonoran Desert**

Presenters: Jeanne Pfander, Kimberly Chapman and Jim Martin, University of Arizona

**Biofuel in the Bank Library: CSR vs. Bottom Line**

Presenter: Dan Cherubin, Rabobank International

**Contributed Papers: Session C** ..... Smucker

Moderator: Valrie Davis, University of Florida

**Faculty Response to Internet-based Teaching Aids: A Case Study at the University of Arkansas**

Presenter: Lutishoor Salisbury, University of Arkansas

**Outreach Information and Technology Needs Survey**

Presenters: Sheila Merrigan and Robert Armstrong, University of Arizona Cooperative Extension

**Transcending Traditional Research Assistance: Embedded Librarians in an Ag Econ Class**

Presenters: Mary Dugan and Marianne Stowell Bracke, Purdue University

**3:30 p.m. – 4:00 p.m.**

**Break and Exhibits** ..... Ballroom C

*(break sponsored by CABI)*

**Concurrent sessions**  
**4:00 p.m. – 5:30 p.m.**

**Vendor Update and Poster Sessions** ..... Smucker

**Vendor Update**

Moderator: Mohan Ramaswamy, Kansas State University

**CABI: CABI–Enhancing Content for Today’s Users**

Presenter: Patricia Neenan, Business Development Manager

**Thomson Scientific: ISI Web of Knowledge: A Deep and Diverse Resource Driving Discovery, Analysis and Utilization of Information Within All Realms of Agricultural Research and Technology**

Presenter: Joelle Masciulli, Solutions Sales

**ProQuest: Exploring Deep Indexing**

Presenter: Mark Hyer, Vice President, Secondary Publishing

**Poster Sessions** ..... Ballroom C

**1. Using LibraryThing to Display a Specialized Collection, Encourage Faculty Participation in Collection Development, and Open the Door to a Multi-institution Codified Core Literature**

Heather K. Moberly and Rachel Pittman, Oklahoma State University

**2. Partnering with Agronomy Faculty to Create a Framework for Data Sharing**

Marianne Stowell Bracke and Michael C. Witt, Purdue University Libraries

- 3. Literary Gardens: Cultivating a Partnership Between the Library and the Horticulture Center**  
Sarah Williams, Illinois State University
- 4. Gateway to Student Success: Convertible Notebook Laptops in the Natural Resources Classroom and the Field!**  
Jeanne Pfander, University of Arizona
- 5. The DigiTop Dashboard**  
Matthew Treskon and Stan Kosecki, The National Agricultural Library
- 6. Static to Dynamic: Growing a Wildflower Web Site**  
Yongli Zhou, Colorado State University; Mike Haddock, Kansas State University
- 7. The Forecast Evaluation Tool: What Role Can Librarians Have in the Dissemination of Web Tools?**  
Carla Casler, Holly Hartmann and Damian Hammond, Arid Lands Information Center
- 8. Seeking Grape and Wine Information: A How-to Guide**  
Suzi Teghtmeyer, Michigan State University
- 9. The Early Films of Cooperative Extension**  
Jan Scholl, Penn State University
- 6:30 p.m. – 9:00 p.m.**     **20th Anniversary and Awards Banquet (cash bar at 6:00 p.m.)** ..... Ballroom AB  
Music provided by Fare Thee Well  
(sponsored by Thomson Scientific)

## CONFERENCE

*Wednesday, April 30, 2008*

- 7:30 a.m. – 8:30 a.m.**     **Continental Breakfast/Interest Groups Meet 'n' Eat** ..... Ballroom AB  
(sponsored by The National Agricultural Library)

**Concurrent sessions**

- 8:30 a.m. – 9:30 a.m.**     **Preservation Committee Update** ..... Yenne  
Presenters: Joy Paulson and Nan Hyland, Cornell University

- Social Issues-Rural Information Interest Group** ..... Smucker

**National Animal Identification System: A Trojan Horse or National Need?**

Presenters: Margaret Merrill, Kyrille Goldbeck  
and Althea Aschmann, Virginia Tech University

**Concurrent sessions**

- 9:30 a.m. – 10:30 a.m.**     **Contributed Papers: Session D** ..... Yenne  
Moderator: Maria Pisa, The National Agricultural Library

**Transition through Collaboration: Internal and External Partnering to Build a Regional Rangeland Ecology and Management Web Resource**

Presenters: Barbara Hutchinson and Jeanne Pfander, University of Arizona

**Advancing Institutional Repositories: A Case Study in Digital Agricultural Publication Management**

Presenter: Laura Hanson, University of Illinois at Urbana-Champaign

**AgOAI: Let's Get the Good Stuff!**

Presenters: Melanie Gardner, AgNIC Coordinator, and Vern Chapman,  
AgNIC IT Coordinator, The National Agricultural Library

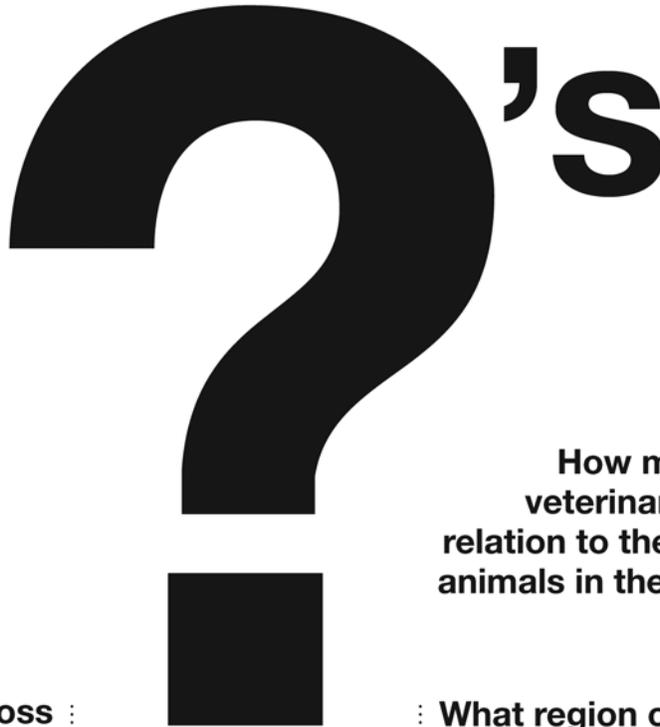
<b>9:30 a.m. – 10:30 a.m.</b>	<p><b>Contributed Papers: Session E</b> ..... Smucker Moderator: Luti Salisbury, University of Arkansas</p> <p><b>Using Google to Drive Library Usage</b> Presenters: Shaun Hobbs and David Smith, CABI</p> <p><b>Information Search Strategies of Ohio Farmers</b> Presenters: Florian Diekmann and Marvin T. Batte, Ohio State University</p> <p><b>The Communication Function in American Land Grant Universities in Transition: Implications on Library and Information Services</b> Presenter: Deva Eswara Reddy, Texas A&amp;M University</p>
<b>10:30 a.m. – 11:00 a.m.</b>	<p><b>Break and Exhibits</b> ..... Ballroom C (sponsored by Certified Angus Beef)</p>
<b>Concurrent sessions</b>	
<b>11:00 a.m. – Noon</b>	<p><b>Collection Management Interest Group: Information Harvest: Strategies for Successful Digital Collections</b> ..... Yenne Presenters: Rob Luikart and Tschera Connell, Ohio State University Conveners: Valerie Perry, University of Kentucky; Diana Farmer, Kansas State University</p> <p><b>AgNIC Interest Group: Putting the NEW in AgNIC: Highlights of New Content, Committees and Technologies Used by AgNIC Partners</b> ..... Smucker Moderator: Allison Level, Colorado State University</p> <p><b>AgEcon Search: Research in Agricultural and Applied Economics</b> Presenters: Julia Kelly and Louise Letnes, University of Minnesota</p> <p><b>The Wild Blueberry Network Information Centre</b> Presenter: Bonnie Waddell, Nova Scotia Agricultural College</p> <p><b>AgNIC Mentoring Committee</b> Presenter: Cindy Watkins, New Mexico State University</p>
<b>Noon – 1:00 p.m.</b>	<p><b>Closing Session</b> ..... Ballroom AB</p> <p><b>Recent Developments in the Control of Information: Can Traditional Access and Use of Protected Content Survive the Transition?</b> Tomas Lipinski, Associate Professor, Center for Information Policy Research, University of Wisconsin-Milwaukee Moderator: Diane Fagen, American Veterinary Medical Association (Dr. Lipinski's participation is made possible with support from the Mitchell-Montefiore Family)</p>
<b>1:00 p.m. – 2:00 p.m.</b>	<p><b>Lunch</b> ..... Ballroom AB</p>
<b>2:00 p.m. – 6:00 p.m.</b>	<p><b>Amish Tour</b> ..... Meet in Shisler Lobby</p>
<b>2:00 p.m.</b>	<p><b>AgNIC Coordinating Committee Annual Meeting</b> ..... Ballroom AB</p>

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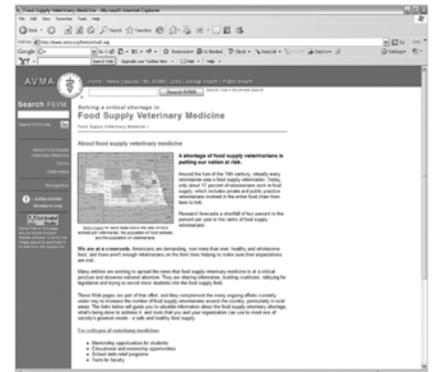
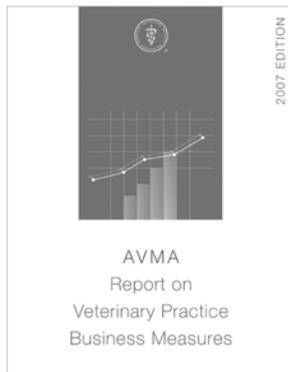


What's the salary of a food animal veterinarian with 15 years of experience?

How many food animal veterinarians are there in relation to the number of food animals in the state of Texas?

What's the average gross practice revenue of an equine practice?

What region of the U.S. has the greatest concentration of pet ownership?



With 76,000 member veterinarians, the American Veterinary Medical Association (AVMA) serves as the most credible and complete source of information on various issues related to veterinarians, agriculture, government, pet owners, academia, the media, and other concerned publics.

**PRE-CONFERENCE 1****Jerold R. Thomas, Ohio State University Extension**

Dr. Jerry Thomas is currently the Center Director for the Ohio State University Extension Center at Lima and the Co-Leader of the OSU Extension Knowledge Economy Initiative (<http://knowecon.osu.edu/>). Jerry has previously been a District and Regional Director, District Specialist, and County Extension Agent in Ohio. Prior to that he was a regional planner. He has degrees from The University of Toledo and The Ohio State University.

Jerry's specialization areas include technology literacy, future studies and organizational development, and local economic development. He blogs on future trends affecting Extension and outreach at:

<http://extensiontrends.ag.ohio-state.edu/>.

Jerry lives in north-central Ohio with his wife Rachel, two kids and two dogs.

**PRE-CONFERENCE 2****Jaime Stoltenberg, University of Wisconsin-Madison**

Jaime Stoltenberg is the Map and Geographic Information Systems (GIS) Librarian at the University of Wisconsin in Madison, Wisconsin. Prior to arriving at UW-Madison in 2003, she was the GIS Librarian at Cornell University. She currently is the Director of the Arthur H. Robinson Map and Air Photo Library housed within the UW Department of Geography. In large part, Jaime's responsibilities include developing a robust GIS data collection and assisting students and faculty with research and teaching needs surrounding GIS data and technology. She teaches introductory GIS workshops on the UW-Madison campus and has presented at national meetings on subjects related to various aspects of GIS librarianship.

Jaime has a bachelors degree in Biological Aspects of Conservation and a masters degree in Library and Information Science, both from the University of Wisconsin-Milwaukee.

**PLENARY PANEL – ADDING VALUE TO AGRICULTURE: BIOFUELS****Dennis R. Keeney, Institute for Agriculture and Trade Policy**

Dr. Dennis R. Keeney is Emeritus Professor, Department of Agronomy; Emeritus Professor, Department of Agricultural and Biosystems Engineering; Retired, founding Director of the Leopold Center for Sustainable Agriculture and of the Iowa State Water Resources Research Institute; Senior Fellow, Institute for Agriculture and Trade Policy, Minneapolis, Minnesota; Senior Fellow, Council for Agricultural Science and Technology, Ames, Iowa; and Senior Fellow, Department of Soil, Water and Climate, University of Minnesota, St. Paul. He served on the faculties of the departments of Soil Science and Water Chemistry, from 1966 to 1988.

Dr. Keeney holds a B.S. from Iowa State University in Agronomy, an M.S. from the University of Wisconsin-Madison in Soil Science and a Ph.D. from Iowa State

University in Agronomy-Soil Fertility. His interests with respect to nitrogen are at the intersection of land use, particularly agriculture, and water quality. He has published extensively on sources and control of non-point source nitrogen and on land use and policies to lower nitrogen loads to waters. He has recently worked on policy and technology of biofuels as related to rural development.

Dr. Keeney is past president and a member of the Soil Society of America and the American Society of Agronomy. He is a member of the Soil and Water Conservation Society and the Iowa Academy of Science and is a fellow of the American Association for the Advancement of Science. He is past president of the Iowa Environmental Council and former chair of its Water Quality Committee. He is a member of the Research Committee of the Walnut Creek National Wildlife Refuge Prairie Learning Center, the Iowa Risk Assessment Task Force, the Spira/GRACE Advisory Board, the Food and Water Watch Advisory Board, the Blue Lands Green Waters science team, the Advisory Board of the Iowa State Water Resources Center, and the Thomas Jefferson Agriculture Institute.

**Bruce E. Dale, Michigan State University**

Dr. Bruce Dale is University Distinguished Professor of Chemical Engineering and former Chair of the Department of Chemical Engineering at Michigan State University. In 1996 he won the Charles D. Scott Award for contributions to the use of biotechnology to produce fuels, chemicals and other industrial products from renewable plant resources. In 2007 he won the Sterling Hendricks Award for contributions to the chemical science of agriculture. Professor Dale is interested in the environmentally sustainable conversion of plant matter to industrial products – fuels, chemicals and materials – while still meeting human and animal needs for food and feed. He occupies a leadership role in the recently established Great Lake Bioenergy Research Center (GLBRC). The GLBRC will receive \$135 million in federal funding over five years to develop cellulosic ethanol and other bioenergy sources. Dr. Dale led a National Research Council report entitled "Biobased Industrial Products: Research and Commercialization Priorities," which was published in May 2000. He has authored over 100 referred journal papers and is the Editor-in-Chief of the new Wiley journal, *Biofuels, Bioproducts and Biorefining*. Professor Dale is an active consultant to industry and expert witness and holds sixteen U. S. and foreign patents. He is the father of five children and the grandfather of fourteen.

**PLENARY PANEL – ADDING VALUE TO AGRICULTURE: BIOENERGY/BIOPRODUCTS****Ann D. Christy, The Ohio State University**

Dr. Ann Christy is an associate professor in the Department of Food, Agricultural and Biological Engineering. She grew up in Columbus, Ohio, earning both her B.S. in agricultural engineering and M.S. in biomedical engineering at Ohio State University, and her Ph.D. in environmental engineering at Clemson University in South Carolina. She previously worked for an environmental consulting firm in New Jersey before joining the faculty at Ohio State

and still continues to collaborate with the environmental consulting industry. She teaches courses in professional development, biological engineering, pollution control, waste management, environmental control, engineering statistics and capstone design. Ann has been the chair of her department's undergraduate studies committee since 2000 and has won multiple teaching awards at the departmental, college, university and national levels. Her research interests include microbial fuel cells, landfills, environmental fate and transport in fractured glacial till, and technical education. She leads an OSU Extension program called "Barn Again" about the rehabilitation of historic agricultural structures. Ann currently resides in an 1870s dairy barn that was converted into a home. She is a second-generation woman engineer; her mother worked as an industrial engineer in the aeronautical industry. Ann is a licensed professional engineer.

#### **Stephen C. Myers, Ohio Bioproducts Innovation Center**

Dr. Stephen Myers is the Director of the Ohio Bioproducts Innovation Center (OBIC) and Assistant Director of OSU's Ohio Agricultural Research and Development Center. OBIC is a newly funded research effort by Ohio's Third Frontier Program, which integrates academia and industry toward the development of renewable specialty chemicals, polymers/plastics and advanced materials. This venture builds on the strength of two of Ohio's largest industries: agriculture and the chemicals, plastics and rubber materials sector. From 1999-2005, Myers was Professor and Chair of Ohio State's Department of Horticulture and Crop Science. Before that he was Professor and Head of the Department of Horticulture at the University of Arkansas (1996-99) and Professor of Horticulture at the University of Georgia (1994-96). He has B.S. and M.S. degrees in Horticulture from Clemson University and a Ph.D. in Horticulture from the Ohio State University. Dr. Myers is a member of both the American Society for Horticultural Science and Crop Science Society of America, a frequent lecturer, and author of numerous articles and industry technical publications.

#### **PLENARY – FARMING SUSTAINABLY: LESSONS FROM THE SOIL**

##### **Clive A. Edwards, The Ohio State University**

Dr. Clive A. Edwards was born in Worcester, England, and holds B.Sc. (Hons), M.Sc. and an honorary D.Sc. degree from Bristol University, England, and, after the award of a Kellogg Foundation Fellowship, M.S. and Ph.D. degrees from the University of Wisconsin. From 1966-1968 he was a Visiting Professor at Purdue University. He was a Senior Principal Scientific Officer at the Rothamsted Experimental Station, Harpenden, Herts, U.K., from 1960 to 1985. He was appointed as Chair of the Department of Entomology at The Ohio State University in 1985.

Dr. Edwards has published extensively on soil ecology, environmental toxicology and sustainable agriculture and is currently recognized as the world authority on earthworms. His book *Ecology and Biology of Earthworms*, now in its 3rd edition, is the first comprehensive book on earthworms since Charles Darwin's *The Production of Vegetable Mould Through the Action of Earthworms*

was published in 1881. In 1996, Professor Edwards's book *Earthworm Ecology* won a Presidential Citation from the U.S. Soil and Water Conservation Society and is now in its second edition.

A prolific writer, he has published more than 450 scientific papers including writing, editing or co-editing 30 books. In 1972, he was elected to Fellowship of the U.K. Institute of Biology and in 1984, to the Fellowship of the U.K. Royal Society of Arts, from which he received a prestigious ERAS Pollution Abatement Award.

In 1990, Dr. Edwards co-authored a successful proposal for an Eminent Scholar position in Soil Ecology at The Ohio State University. In 1996 the Office of Academic Affairs presented him with the OSU International Outstanding Faculty Award. He received an OSU Distinguished Scholar Award in 1998, an OSU Distinguished Lecturer Award in 2000, a Professional Career Achievement Award from the Soil Ecology Society in 2001, a Senior Distinguished Faculty Research Award from OARDC in 2002 and a British Crop Protection Council Gold Medal for services to U.K. Crop Protection in 2002.

#### **PLENARY PANEL – FARMING SUSTAINABLY: LESSONS FROM THE AMISH**

##### **Deborah Stinner, The Ohio State University**

Dr. Deborah Stinner is a Research Scientist and the Administrative Coordinator of the Organic Food and Farming Education and Research Program (OFFER) at The Ohio State University's Ohio Agricultural Research and Development Center in Wooster, Ohio. In her administrative capacity she leads one of the most ambitious organic research and education programs in the United States, with over 20 researchers from different departments and numerous stakeholders. The OFFER Program supports "field to table" organic research and education and has many different projects, including organic vegetable, fruit and grain production; environmental impacts of organic farming; local and international marketing; on-farm research with organic farmers; and the impact of organic production on food quality. About 50 acres of research land have been certified organic at the OARDC Wooster campus in northeast Ohio under the OFFER Program. In addition, Dr. Stinner is Co-Team Leader of OSU's John E. Hirzel Sustainable Agriculture Research and Education Site in northwest Ohio, where there are about 25 acres of certified research land. Dr. Stinner's research specialty is organic farming systems research, with a focus on impacts of organic farming on carbon and nitrogen cycling.

She serves on the national steering committee of the Organic Farming Research Foundation's Scientific Congress on Organic Agriculture, is Chair of the Malabar Farm Foundation's Agricultural Committee, is a board member of the Cuyahoga Valley National Park Countryside Conservancy and is a certified Holistic Management Educator.

Dr. Stinner has a B.S. (Biology) from the University of Tennessee and a Ph.D. (Ecology) from the University of Georgia.

**Randy James, OSU Extension, Geauga County**

Dr. Randy James is a Professor in the College of Food, Agricultural, and Environmental Sciences at Ohio State University. He specializes in small farms and agricultural marketing. His faculty assignment for the past 28 years has been to serve as the Geauga County, Ohio, Agricultural Educator, where he works daily with farm families in the fourth-largest Amish settlement in the world. He is the author of *Why Cows Learn Dutch and Other Secrets of Amish Farms*, a book published by Kent State University Press on the art, science, tradition and business of Amish farming. He holds a Ph.D. in agronomy and is a past President of the international Food Distribution Research Society.

Two special notes:

His son is currently working on a master's degree in Library Science at the University of Hawaii.

Randy is retiring from Ohio State University ... April 30!

**David Kline, Holmes County, Ohio**

Born July 14, 1945, David Kline spent eight years of education attending a one-room public school located eight-tenths of a mile south and half a mile west of the farm where he has lived his entire life. He and his wife, Elsie, have 5 children who live in Ohio, Kansas and New York. David has been a member of the Amish community in Holmes County for more than 50 years and serves as bishop for the Elm Grove East Church.

David has a commitment to sustainable farming and life-long learning, which led him to write several books, including *Great Possessions: An Amish Farmer's Journal*, in which he describes his family, his labors and his life on a modest farm in Holmes County; and *Scratching the Woodchuck: Nature on an Amish Farm*, a series of essays that reveal his appreciation for nature and the joys of working the land with one's hands. Entwined among these various stories are rays of perception that reveal the rewards of a slower-paced life that supports not only families and caring communities, but also a people comfortable with themselves.

David Kline has a keen appreciation and understanding of nature. He has been featured on the NPR series "Living on Earth" and is the editor of *Farming Magazine*, a journal he began in 2001.

**CLOSING SESSION****Tomas A. Lipinski, University of Wisconsin-Milwaukee**

Dr. Tomas A. Lipinski was born in Milwaukee, Wisconsin, USA, on November 16, 1958. After completing his Juris Doctor (J.D.) from Marquette University Law School, Milwaukee, Wisconsin, he received the Master of Laws (LL.M.) from The John Marshall Law School, Chicago, Illinois, and the Ph.D. from the University of Illinois at Urbana-Champaign. Mr. Lipinski has worked in a variety of legal settings including the private, public and non-profit sectors. He has taught at the American Institute for Paralegal Studies and at Syracuse University College of Law. In summers he is a Visiting Associate Professor at the Graduate School of Library and Information Science, University of Illinois at Urbana-Champaign.

Associate Professor Lipinski currently teaches, researches and speaks frequently on various topics within the areas of information law and policy, especially copyright, free speech, and privacy issues in schools and libraries. He is the author of numerous monographs and articles. In fall 2005, Professor Lipinski was placed on the Fulbright Senior Specialist Roster ("The Fulbright Senior Specialists Program differs from the traditional Fulbright Scholar competition in that the Council for International Exchange of Scholars (CIES) builds a roster of specialists in a variety of disciplines through an open application process. Applicants recommended by specialist peer review committees and approved by the J. William Fulbright Foreign Scholarship Board become candidates for Fulbright Senior Specialist projects.") and was the first named member of the Global Law Faculty, Faculty of Law, University of Leuven (Katholieke Universiteit Leuven), Belgium, in fall 2006.

*IT'S EASY BEING GREEN AT USAIN: The knives, forks and spoons used at Shisler Conference Center are made from Cereplast—a biobased, renewable plastic. Cereplast resins replace a significant percentage of petroleum-based additives with starches made out of corn, wheat, tapioca and potatoes.*

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So whatever your quest, start here—with CSA Illustrata: Natural Sciences.

The screenshot shows a search results page with the following details:

- Title:** Does Landscape Diversity Slow the Spread of Rotation-Resistant Western Corn Rootworm (Coleoptera: Chrysomelidae)?
- Author:** Donald D. Chandler, Don Isaac, SA, Lester E. Barber, Jr., Crystal MC Grathoff, ST, Gary MC Redden, LW, Dianna CCI Cooper, AB, Elizabeth CCI
- Source:** Environmental Entomology [Environ. Entomol.] Vol. 32, no. 5, pp. 992-1001, Oct 2003.
- Abstract:** A behavioral change in some western corn rootworm (*Diatraea virgifera virgifera* LeConte) populations is threatening the effectiveness of crop rotation, a successful management strategy for controlling this pest. We created a set of simple meteorologic and behavioral models that can be used to predict the spread of the beetle invading soybean (Glycine max [L.] throughout the midwestern United States. We used data collected in Illinois, IN, MI, and Ohio to create maps of observations to evaluate the model. We displayed data on the maps using detection thresholds for western corn rootworm in soybean fields of 10 or 20 beetles per 100 sweeps and one or two beetles per yellow sticky trap per day. Counts greater than a detection threshold represent populations with a lack of ability to corn (20a traps L) and adapted to circumvent corn-soybean rotation. Some of the models involved a landscape diversity function that included the proportion of noncorn, nonrotated soybean vegetation on farmland in each county (i.e., extra vegetation). The best model for the period from 1997 to 2001 is based on heavy-storm data, with distance that beetles spread each year reduced by the proportion of extra vegetation in a county. This version is superior to a previously published model and to two new models that do not consider landscape diversity. Most of



Corn rootworm threat as revealed with CSA Illustrata: Natural Sciences.

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## Sunday, Pre-Conferences

### Pre-conference I: The Terrible 2.0s—Web 2.0 and Its Impact on Agriculture and Information Professionals

*Presenter: Jerold R. Thomas, Ph.D.,  
Ohio State University Extension*

Everything is labeled 2.0 these days. Web 2.0 has been around just a few years but has become a common term to technology users. Just what is Web 2.0? Is there really even a Web 2.0? Has the new folk wisdom motto changed from “Everything I ever needed to know I learned in kindergarten” to “Everything I need to know I can learn by watching a kindergartner play video games?”

The world really has changed and so have the skill sets we need to be relevant. This pre-conference workshop will focus on Web 2.0 tools, their impacts and their uses. Specifically, we will cover:

- Major trends that are driving changes in technology and the way we work
- Just what Web 2.0 is and what it means to you
- Hands-on time exploring blogs, podcasts, collaborative platforms and other tools, with a focus on the tools, as a means to an end
- The “So what?” questions. What does all this mean for our clientele and our profession?

Please plan on enjoying yourself and, if possible, bringing a laptop, although a laptop is not required. We will break up the four-hour session by:

- Holding interactive dialogue that lets you learn from and about your peers
- Using hands-on computer experiences
- Creating an interactive site that will let participants share messages, files and other information about Web 2.0 for months following the conference
- Providing a detailed session narrative handout with links, research citations and all of the information shared during the session

### Pre-conference II: Mapping Data 'Til the Cows Come Home! Geographic Information Systems Applications in Agriculture

*Presenter: Jaime Stoltenberg, Map and GIS Librarian,  
University of Wisconsin-Madison, Department of Geography*

Geographic Information Systems (GIS) and Global Positioning Systems (GPS) have dramatically changed the way agricultural data is collected, analyzed and displayed. These technologies are now used in new applied methods of data collection as well as visualizing and modeling agricultural variables that have never before been analyzed “spatially.” Even government agencies like the USDA have created geospatial versions of the nation’s soil surveys to facilitate the use of GIS.

From the field to the lab, agricultural GIS data is being created in abundance and is now widely distributed via the Internet. But how do you find it? Who are the major data producers? What are the common data formats? In this pre-conference workshop we will discuss the fundamentals of GIS. We will also locate sources of

geospatial data and see practical examples of how GIS is being used in the field, the classroom and the workplace.

What we will cover:

- The basic concepts of Geographic Information Systems (GIS) and the fundamentals of working with geographically referenced data
- How GIS is being used in agricultural science
- An overview of GIS software and free tools available for visualizing and analyzing data: ESRI’s ArcGIS and ArcExplorer; Google Earth; and Web Mapping Services
- Geospatial data: the importance of metadata, common formats, how to use and online sources

During the four-hour session we will have hands-on experience with:

- Searching for and downloading geospatial data from the Web
- Bringing data into ArcGIS and creating simple maps
- Locating Web Mapping Services and streaming layers into GIS software and other applications

The workshop setting will be an open forum where questions related to GIS will be addressed and individual scenarios can be discussed openly in an effort to share experiences. The ultimate goal is to provide the workshop participants with a better understanding of GIS technology while focusing on agricultural applications.

## Monday, Contributed Papers/Sessions

### MONDAY PANEL PRESENTATIONS

#### Tapping Technology as a Conduit for Communication

*Presenters: Amy Shannon, University of Nevada-Reno;  
Sarah Williams, Illinois State University; Allison Level,  
Colorado State University*

*Moderator: Allison Level, Colorado State University*

Librarians are always looking for new and better ways to foster communication with our constituencies and receive feedback from them. This panel presentation includes three speakers, each with a new transitional idea or project that addresses traditional roles of collection development, instruction and research.

#### They Use WebCT, So Why Shouldn't We? Some Novel Uses of Online Courseware to Further Communication with Faculty and Students

*Amy Shannon, Life and Health Sciences Librarian,  
University of Nevada Reno*

Courseware packages, such as WebCT and Blackboard, provide an ideal platform for librarians to interact with faculty. The many communication tools available can be used for collection development interactions, announcement of new materials and services, and delivery of instructional tools and modules to be used in course development. An initial framework for such a “course” has been developed and serves as a template to be easily adapted for interaction with a variety of faculty departments or disciplines.

### Putting Student Input to Work: Using Low-tech Methods to Gather Feedback on a New Technology

*Sarah Williams, Science and Technology Librarian, Illinois State University*

Federated search engines provide a new way to access traditional library resources. This new technology certainly has benefits and limitations, so a user-centered approach to implementation is very valuable. Usability testing and focus groups are effective, low-tech communication methods for gathering user feedback on federated search engines. One institution will share details about its usability testing and focus groups, as well as highlights of the feedback received.

### Beyond the Coconut Telegraph: A Web Instruction Idea for Master Gardeners

*Allison Level, Natural Resources Librarian, Colorado State University*

One of the most successful Extension programs involves volunteer master gardeners at the county level. It is important that master gardeners take advantage of sources of information and tips and tricks to find quality information on the Web. A traditional classroom instruction session for master gardeners was expanded into Web-based tutorials. The tutorials were then offered via the Web and used as part of that state's master gardener training.

### Animal Health Interest Group Business Meeting

*Convener: Heather Moberly, Oklahoma State University*

Interested in animal health information? If so, please attend this inaugural meeting of USAIN's newest Interest Group.

### Preservation Committee, Collection Management and Animal Health Information Interest Groups: Saving the Elusive Past for the Future: A Case Study in Collaboration

*Presenters: Trenton Boyd, University of Missouri-Columbia; Vicki F. Croft, Washington State University; Gayle Willard, Kansas State University; Diane Fagen, American Veterinary Medical Association; Gretchen Stephens, Purdue University; Heather K. Moberly, Oklahoma State University; Esther Carrigan and Joe Jaros, Texas A&M University*

*Moderator: Joe Jaros, Texas A&M University*

The "elusive" or "grey" literature remains a problem for all research and special libraries. Often, this type of material is difficult to locate, may be in foreign or very irregular publications, yet also may include material that is important to researchers. Preservation presents additional challenges. This material frequently becomes the "nightmare" of many librarians. This program will be a panel devoted to a study of how veterinary libraries are coming together to manage and preserve elusive/grey material, a cooperative effort to deal with a common problem. In September 2007, seven veterinary librarians from around the country came together at Texas A&M University for a three-day summit to discuss the issues, brainstorm ideas and create a plan. They represented several different academic veterinary libraries and also included the American Veterinary Medical Association. This group is functioning as a Steering Group in a cooperative venture that will hopefully extend to the

veterinary libraries in the United States and Canada. The group developed policies and guidelines for dealing with elusive/grey material and has taken tentative steps towards possible digitization and common repository efforts. Our experiences would be of interest to any library, but would be of particular interest to smaller, specialized libraries. The panel will include representatives from the libraries who attended the summit meeting. We will discuss the common needs and then will highlight our charted path toward solutions. We will present concrete examples of problems and how we arrived at possible solutions together. The program will include time for questions and answers with group discussion.

Panel presentations (suggested time allotments follow each):

1. Background and problem statement: Trenton Boyd and Vickie Croft (15 minutes)
2. Examples of individual problem situations: Gayle Willard (white papers, grey literature importance), Diane Fagen (association perspective) and Gretchen Stephens (archivist perspective) (5 minutes each for 15 minutes total)
3. Collaboration — Why?: Heather Moberly (why we need to work together on this, why we need to work with others — existing successful collaborations) (15 minutes)
4. Outcomes: Esther Carrigan and Joe Jaros (20 minutes)

### Linking Research and Entrepreneurial Commercialization

*Presenters: David Boulay, Director, Small Business Development Center; Meagan Barnes, Business Development Specialist; Tom Worley, Director, The Ohio State University South Centers*

*Moderator: David Boulay*

Agriculture, traditionally known for the production of safe and abundant supplies of food and fiber, is now transitioning to a more science-based innovation and entrepreneurial environment. Increasingly, the agbioscience sectors produce safe, efficient and environmentally friendly food, fiber and energy from renewable resources. An agbioscience-based entrepreneur is faced with many opportunities in this new environment, with emphasis on renewability. The successful commercialization of new products in this industry requires appropriate and flexible resources for the process. Ohio's Entrepreneurial Signature Program focuses on providing many of the necessary resources to facilitate the commercialization of research and new products developed by entrepreneurs.

The Ohio State University South Centers has received a \$2.1 million sub-award to implement the Entrepreneurial Signature Program (ESP) in support of moving new agbioscience innovations into the marketplace. The purpose of ESP is to significantly increase the technology-based entrepreneurial commercialization activities in Ohio. The efforts will focus on strategic technology-based sectors such as agbioscience that offer exceptional economic development prospects for the rural regions of Ohio.

This new resource for the agbioscience industry will focus on providing funding, operational and technical

assistance to promote the growth and development of new innovations and technologies. This presents dual opportunities for university researchers. First, these resources can assist the commercialization of research into marketable products. Second, university expertise can provide crucial expertise and support to entrepreneurs. The efforts of The Ohio State University South Centers assistance and funding will concentrate on the complete supply-chain of all agricultural- and natural resource-based innovations. Potential focus areas include: the wood industry, advanced foods development, bio-capacity development and environmental-related technologies. Session attendees will leave with an understanding of the requirements and resources available to assist with the commercialization of new agbioscience products.

**Transition with Tradition: Demonstrating Creative Approaches to Apply Information, Knowledge Sharing and ICTs in the Agbiosciences Worldwide**

*Presenters: Barbara Hutchinson, University of Arizona; Mary Ochs, Cornell University; Peter Ballantyne, IAALD President*

Several international efforts are exploring opportunities to build more collaborative and user-directed agricultural information systems at the macro-level while at the same time determining how to scale up innovative local information and communications technologies (ICTs) that build on traditional systems. These efforts are ultimately aimed at improving the livelihoods of small-scale farmers and rural communities, in part by establishing a more level playing field in who has access to current knowledge in agbiosciences research and development. This panel session will provide three perspectives on such efforts. The first panelist will outline the issues, discussions, demonstrations and outcomes of "e-agriculture" week held in September 2007 at FAO, with particular emphasis on the state of major agricultural information systems and their ability to deliver current agbioscience knowledge both cost-effectively and in a ubiquitous manner. Also included will be an overview of interoperability as well as overall coherence issues. The second panelist will summarize the results of two WorldAgInfo symposia, held in October and November 2007 and sponsored by the Melinda and Bill Gates Foundation. These symposia involved selected agricultural scholars and practitioners along with information and educational technology experts to explore knowledge and delivery systems for the small-scale farmer. Significant findings will be described and demonstrations will be made of transformative approaches, both technical and non-technical, in the creation and distribution of agbiosciences information. The third panelist will present case studies on the use of social/participatory networking tools, such as presented at the September 2007 'web2fordev' conference, and on the local use of ICTs for sharing and delivering agbiosciences information. Together, these presentations will provide a view of potential future directions in the development of agricultural information and communications systems to serve the worldwide community.

*Tuesday, Contributed Papers/Sessions*

**TUESDAY PANEL PRESENTATIONS**

**Technology Trends Interest Group: Leaving the Barn Door Open: Utilizing Technology to Enhance Traditional Roles and Values**

*Conveners: Martin Kesselman, Rutgers University; Claudine Jenda, Auburn University*

This year's conference theme "Tradition in Transition" is quite apropos; Wooster is right next to the largest Amish community in the United States, and most would say, you can't get any closer to tradition than that! No matter how traditional their life might seem, the Amish have embraced some technologies when the result of the technology is of service to the community and brings people together. This session's presentations demonstrate how libraries are utilizing technologies for the same purpose, enhancing our traditional roles and values to improve access to information and to explore new ways to personalize communication with users wherever they are.

**Reaching Out Through Web 2.0**

Valerie Perry, University of Kentucky, will describe the use of social networking sites, such as Facebook, for libraries to connect with students for reference, instruction and current awareness. She will also discuss how the University of Kentucky is using the virtual world of Second Life to reach first-semester freshmen and a professional development program called Blue 2.0 to enhance the technology skills of library personnel.

**Virtual Worlds for Virtual Collaboration**

Utilizing emerging virtual collaboration technologies, librarians have a unique opportunity to find ways to both facilitate student learning and be an integral member of science research teams. Martin Kesselman, Rutgers University, will discuss a Rutgers Second Life initiative that uses Selma Waksman's work with soil microbiology to immerse science undergraduates into the ways scientists do research and help them develop a professional identity. Kesselman will also discuss the potential of virtual environments for librarians to collaborate with scientists across disciplinary and global boundaries.

**Emerging Roles for Librarians in Scholarly Communication and Science Data Curation**

*Presenter: Barbara Hutchinson, Arizona State University.*

Librarians are positioning themselves as active partners in changes taking place in scholarly communication in the sciences, in particular when it is available only in digital formats (born digital). With increased requirements by funding agencies and the needs for others to access data from scientific research, who better than librarians and libraries to organize, enhance access and preserve these unique digital data assets.

**Agriculture Librarians Harnessing Technology in Innovative Ways: Results of a Survey**

This program provides only a flavor of the many ways librarians are using technology to enhance library services

in creative ways. Claudine Jenda, Auburn University, reviews the results of a study of agriculture librarians that highlights the large spectrum of creative and innovative uses of technology for library information services, teaching, collections and research.

## TUESDAY CONTRIBUTED PAPERS: SESSION A

### The Potential Impact of 'Public Access' Legislation on Access to Forestry Literature

*Presenter: Bradley Brazzeal, Mississippi State University*

According to U.S. law, "[c]opyright protection ... is not available for any work of the United States Government." This clearly applies to works that are published by the federal government, and publishers normally recognize this as applicable to articles published by federal government employees. There is, however, a growing demand for free public access to all articles resulting from federally funded research in the United States, regardless of who writes it or publishes it. This demand led to the proposed Federal Research Public Access Act of 2006, which stipulated that a final version of all publications resulting from federally funded research in the United States would be freely available to the public. This study examines core forestry journals to determine the percentage of articles falling into the following categories: (1) articles authored solely by federal government employees, (2) articles partially authored by federal government employees and (3) articles reporting research for which federal funding is acknowledged. As the conference theme indicates, the agbiosciences are fueled by information, and this study provides data to demonstrate the potential impact that public access, as described above, would have on overall access to scholarly information.

### Preserving Federal State Market News Service Data

*Presenter: Susan Garbarino, University of California, Berkeley*

This paper reports on a recently completed preservation project of the Giannini Foundation of Agricultural Economics Library at UC Berkeley. The project preserved a unique collection (~1100 reels of microfilm) of USDA Federal State Market News Service data. This was a challenging project, since the original data existed only on poor-quality 16mm microfilm, and the collection was very large (~4,000 images per reel).

The Giannini Foundation Library has the most complete collection of this data of any library in the world. The data consists of daily, weekly, monthly and annual price information for commodities. It was collected by the USDA's Federal State Market News Service from 1915-1995.

The project was jointly funded by the Giannini Foundation and the USDA and was completed in 2007. The collection was preserved on archival microfilm with on-demand scanning to pdfs made available in the library. This approach both preserves the content and provides digital access to it.

### Using GIS to Breathe New Life Into Historic Soil Surveys

*Presenters: Marianne Stowell Bracke and Christopher C. Miller, Purdue University*

Soil surveying was begun in 1895, creating a century-long legacy of information. Modern soil surveys are born digital and used largely in electronic contexts (including GIS), but there are decades of rich comparative data being left to atrophy in the undigitized copies of aging paper surveys. Librarians were curious to see if there was a way to make the historic data available in a way that would be relevant and compatible with the contemporary digital data.

The librarians completed a project that digitized both components of the 1906 Tippecanoe County survey — the text and map — and extracted both into useable, modern data formats. In addition to OCRd, fully indexed, fully searchable full text, the soil zone data from the map was extracted into a useable, queryable, studyable GIS dataset. Now agronomy students and faculty can download this information to rugged tablet PCs to be used in the field and compared to the 1906 data.

The paper will describe the impact of this project for librarians to apply modern technologies to re-invigorate existing collections, the use of various GIS programs and the partnerships that were created with the Agronomy faculty consultants. It will also explain the project outcomes and the additional projects that grew from the initial survey digitization.

## TUESDAY CONTRIBUTED PAPERS: SESSION B

### FAO as a Knowledge Organization: Leveraging on Partnerships to Promote Knowledge Exchange in Agricultural Domain

*Presenter: Stephen Katz, Food and Agriculture Organization of the U.N.*

The Food and Agriculture Organization (FAO) of the United Nations leads international efforts to defeat hunger. It is a source of knowledge and information and serves both developed and developing countries in improving agriculture, fisheries, forestry and sustainable development and ensuring good nutrition for all. Its four main areas of activity are comprised of: (1) putting information within reach, (2) sharing policy expertise, (3) providing a meeting place for nations and (4) bringing knowledge to the field. FAO's information is often contained as explicit knowledge in its information systems and publications, while the tacit knowledge is available by means of its staff members working around the world with expertise in subjects and thematic areas within the agricultural domain. In recent years, FAO has been visibly active in the area of providing on-line access to its information via the Knowledge Forum (<http://www.fao.org/knowledgeforum>) and to its knowledge and staff expertise through a) the Ask FAO Service, b) the Best Practices Web site and c) the Thematic Knowledge Networks Web site. However, to be able to reach a wider audience and to scale up to the requirements of such an audience, the process of sharing information and knowledge needs to leverage on its existing partnerships with other UN family members, CGIAR institutions and other partner organizations. With this in mind, FAO is now involved in establishing strong partnerships with national, regional and international

partners and informing them of FAO's initiatives and inviting them to start a more shared approach to sharing similar and related information where appropriate. Working towards such collaboration will not only help FAO and its partners, especially in times of depleting resources, but more importantly will help create value-added services for the benefit of the agricultural community and promote knowledge-sharing across organizations.

**New Traditions and Transitions: A Web Portal to Discover, Create and Exchange Knowledge of the Sonoran Desert**

*Presenters: Jeanne Pfander, Kimberly Chapman and Jim Martin, University of Arizona*

The Sonoran Desert Knowledge Exchange (SDKE) is an initiative created by a collaboration of libraries, community organizations and academic researchers, whose goal is to develop a distributed, dynamic, online portal facilitating the discovery, organization and dissemination of information resources about the biodiversity of the Sonoran Desert. SDKE will collect and provide one-stop shopping access to digital content that is of interest to diverse audiences, including teachers and students of all grade levels, scientists, decision-makers, and amateur enthusiasts. The project will have a strong outreach component aimed at making scientific materials useful to the general public while encouraging audience participation in resource development and discovery.

The Sonoran Desert Knowledge Exchange will feature advanced tools for intellectual property rights management (public-domain materials, creative-commons licenses, etc.) as well as subscription-based resources. It will also include data management and infrastructure support for community projects; multimedia services; web templates for interactive identification guides and keys; geospatial applications/map-based tools; and tools for amateurs to share their discoveries and learnings with other Sonoran Desert enthusiasts. The data registry will catalog resources, providing metadata to increase access points and relevancy from SDKE partners and other content providers. Partners will be able to both link to the main portal site and/or feature SDKE search and browse facilities on their own web pages.

The authors will describe the history of the Sonoran Desert Knowledge Exchange initiative, the collaborative partnerships critical to the success of SDKE, and progress in developing the web portal design and content.

**Biofuel in the Bank Library: CSR vs. Bottom Line**

*Presenter: Dan Cherubin, Rabobank International*

As a large agribusiness-based financial company has moved over to a global Corporate Social Responsibility mandate, it has become imperative that the Corporate Library maintain its reputation as a central access point for all material used by the institution. The company has begun to look toward alternative energy as both an internal utility and a potential client base. But how does one reconcile the needs of our current clients, some of the world's largest agribusiness companies, while promoting a new agenda among our employees? This paper will discuss the action plan of the Information Department to help our staff gain access to and understanding of the company's approach to this new sector.

**TUESDAY CONTRIBUTED PAPERS: SESSION C**

**Faculty Response to Internet-based Teaching Aids: A Case Study at the University of Arkansas**

*Presenter: Lutishoor Salisbury, University of Arkansas*

This presentation will report on a case study at the University of Arkansas where the opinions of science faculty were sought regarding the importance of web-based tutoring videos in their own professional development. The implications of the findings will be discussed in relation to library outreach activities and proactive collection development.

**Outreach Information and Technology Needs Survey**

*Presenters: Sheila Merrigan and Robert Armstrong, University of Arizona Cooperative Extension*

Arizona Cooperative Extension, which faces continuing budget cutbacks, has a need to find more efficient ways to connect with clientele, as well as conduct everyday business. One method explored has been to increase the use of new technology, particularly Internet-related. To better find current and future needs, we surveyed our faculty and staff to see 1) if they use the technology that is currently in place; 2) what other information and technology needs they have; 3) if they use non-university managed technology and 4) perceived technology uses and needs of clientele. This paper focuses on the methods, analysis and implications of this survey.

**Transcending Traditional Research Assistance: Embedded Librarians in an Ag Econ Class**

*Presenters: Mary Dugan and Marianne Stowell Bracke, Purdue University*

Undergraduate students have immediate access to more information than ever but are often not savvy information consumers. This situation requires that librarians find new and novel ways to help students use information effectively and efficiently. Traditional "one-shot" classroom presentations and waiting passively at reference desks are becoming less and less a strategy for success. Purdue librarians have begun taking a more proactive approach that works with students on a point-of-need basis.

Purdue has begun using an "embedded librarian" approach in teaching information literacy in an Advanced Agribusiness Marketing class. In this class, a team of two librarians (a business librarian and an agricultural sciences librarian) were assigned to one of three teams as actual members of the group to act as consultants throughout the process. This new approach combines conventional classroom instruction with semester-long monitoring to assess the progress and effectiveness of the students' search strategies.

This class applies marketing principles and strategies to a real-world agribusiness project. In this semester, the goal was a group-designed proposal that would hopefully result in the successful sale of many pounds of pork, which is produced by the Animal Science meat shop.

This presentation will talk about the advantages of the concept of the embedded librarian and how it differs from our traditional instructional role. We will also cover which aspects of our participation were effective and what we will do differently the next time.

*Wednesday, Contributed Papers/Sessions*

## WEDNESDAY CONTRIBUTED PAPERS: SESSION D

## WEDNESDAY PANEL PRESENTATIONS

**Preservation Committee Update***Presenters: Joy Paulson and Nan Hyland, Cornell University*

Topics in Preservation:

1. Update on the USAIN Preservation Projects funded by NEH. We will report on the current phase of the project (Phase VI), funding for Phase VII and the submission of a proposal to begin digitizing the microfilm created during earlier phases of the project.
2. The National Preservation Plan for Agricultural Literature: Moving into the 21st century.
3. CROP (Coordinated Retention of Print): A potential new project of NAL and the land-grant universities. Space is at a premium in many of our libraries. NAL will lead a discussion on a possible collaborative plan to coordinate weeding and withdrawal of print copies, when electronic copies are available.

**Social Issues-Rural Information Interest Group: National Animal Identification System: A Trojan Horse or National Need?***Presenters: Margaret Merrill, Kyrille Goldbeck and Althea Aschmann, Virginia Tech*

The National Animal Identification System is being promoted by the USDA and agribusiness as the best means of tracking and eliminating animal disease. At this point in time it has not been mandated at the national level. States are being encouraged to make the National Animal Identification System regulations mandatory. Some states have done so. Other states, responding to input from farmer groups, have bills in their legislatures to repeal or prohibit the NAIS regulations.

As written, the NAIS regulations will have a profound impact on animal agriculture wherever they are implemented. The costs of complying with NAIS are significant. Attorneys analyzing the NAIS regulations are raising significant legal questions about invasion of privacy and federal control of private property. Farmers opposed to NAIS contend that, if fully implemented, it will bring about the demise of small-scale animal agriculture and the total dominance of confined animal feeding (factory) farm operations. In Michigan, for example, passage of the NAIS regulations as part of the bovine tuberculosis testing program has already resulted in significant numbers of cattle being sold or sent to slaughter as small farmers, unable to afford the costs of NAIS and unwilling to accept the invasion of privacy, are going out of business.

The Social Issues-Rural Information Interest Group will provide a synopsis of the NAIS regulatory requirements and some of the implications, a summary of information available from areas of the world where a NAIS has already been implemented, and a summary of the arguments for and against NAIS. An annotated bibliography of key information sources on NAIS will be available.

**Transition through Collaboration: Internal and External Partnering to Build a Regional Rangeland Ecology and Management Web Resource***Presenters: Barbara Hutchinson and Jeanne Pfander, University of Arizona*

True collaboration involves risk, sharing of financial and intellectual resources, and the challenge of bringing diverse perspectives and operating styles together in ways that are positive and productive. This presentation, given by two authors, will outline the nature and dimensions of cooperation and collaboration in the context of an electronic agricultural information initiative that has involved both internal campus collaborators and external (outside the institution) partnerships. The development of the Rangelands West portal (<http://rangelandswest.org>), which covers all aspect of rangeland science and ecology, will be documented and framed by its involvement in the Agriculture Network Information Center (AgNIC) and the outcome of a 2005 AgNIC survey on land-grant university collaborations among libraries, extension and agricultural experiment stations. Beginning as a University of Arizona (UA) Libraries project with an Arizona focus, it quickly expanded to involve range extension specialists and information systems technicians at the UA and, in 2001, became a regional multidisciplinary partnership that now involves 19 Western land-grant universities. In 2005, Rangelands West also became an officially sanctioned program under the auspices of the Western Regional Agricultural Experiment Station Directors. This presentation will provide insights into the challenges, benefits and opportunities of this collaborative effort through the results of a 2007 survey of Rangelands West partners and will discuss how those insights are informing governance structure, working relationships and funding mechanisms.

**Advancing Institutional Repositories: A Case Study in Digital Agricultural Publication Management***Presenter: Laura Hanson, University of Illinois at Urbana-Champaign*

Institutional Repositories have been implemented by many university libraries as a means to gather and make accessible the intellectual output of their researchers. The Institutional Repository model of gathering university-produced publications fills the need for the roughly ten-year-old problem of preserving agricultural publications that are no longer published in their traditional print formats. Libraries historically collected and preserved these materials in print, especially agricultural experiment station and extension publications. At our university, we are now in the process of capturing these publications that migrated to digital-only formats. Our Institutional Repository is also conceived as a way to archive and make accessible versions of faculty peer-reviewed research articles that have been commercially published elsewhere.

We are approaching our Agricultural Institutional Repository Collection as two separate phases. Phase I involves the identification and archiving of informal agricultural publications (non-peer reviewed papers, presentations, extension and experiment station publications, proceedings, etc.), and phase II, which

involves the identification and archiving of peer-reviewed articles published elsewhere by university faculty. Each phase presents a variety of unique challenges and issues, including identification, selection, maintenance, quality control, knowledge management and copyright. This paper will cover the experiences of our library, including our specific project management methods and our plans for the future.

### **AgOAI: Let's Get the Good Stuff!**

*Presenters: Melanie Gardner, AgNIC Coordinator, and Vern Chapman, AgNIC IT Coordinator, National Agricultural Library*

The Agriculture Network Information Center (AgNIC), [www.agnic.org](http://www.agnic.org), is a 12-year-old voluntary partnership of over 50 institutions with the goal of offering access to quality agricultural information and resources. In an effort to take advantage of the institutional repository work among AgNIC partner institutions and others, AgNIC created a new service called AgOAI. This service harvests target full-text from selected repositories and collections and combines it into a searchable database. The easiest part of the service was conceptualizing it. The presenters will give an overview of the concept, how the service was created, what standards were used, the challenges of "making it real" and what you can do to participate.

## **WEDNESDAY CONTRIBUTED PAPERS: SESSION E**

### **Using Google to Drive Library Usage**

*Presenters: Shaun Hobbs and David Smith, CABI*

Google is often cited as the first stop in any student's, or even any researcher's, search for relevant information. But if users by-pass their library's rich content holdings and navigational tools, key material will remain undiscovered. Although it may be a concern that "good enough" replaces "the very best" in terms of the attitude toward retrieving material, Google is here to stay and has proved to be the user's search engine of choice. It is important, therefore, that publishers and librarians work together to ensure that the very best resources can be discovered by their end users using Google as their preferred starting point. For over a year CABI has been working with Google, allowing it to index and freely expose a limited amount of selected content from its CAB Abstracts database. A search on an agricultural topic in Google can now bring end users to a single CABI abstract on a landing page, giving them information they need; however, through IP recognition, that page can also have a link through to the library subscription relevant to the searcher. Hence, the end user is taken to the full resource of the CAB Abstracts subscription that their institution has paid for, but by using Google, not the library listings, as the starting point. The library might even be given its own branding on the CAB Abstracts landing page to highlight the value that the institutional purchase brings to the user. Several million visitors have now been to the free CAB Abstracts pages with 10-20% of them obviously from academic backgrounds. Details will be given during the talk on the strategy developed to expose free content and protect the value of the subscription product, the methodology used, topics most searched by all end users, profiling of end users by country and institution, and ways in which interested institutions can link their holdings to bring increased traffic.

### **Information Search Strategies of Ohio Farmers**

*Presenters: Florian Diekmann and Marvin T. Batte, Ohio State University*

This study examines farmers' use of agricultural information. The primary objective is to identify current information search patterns of farmers and their determinants.

The study is based on a recent mail survey of a representative sample of 3,000 Ohio farmers. Respondents were asked about their needs and usage of educational information and services, preferred sources of agricultural information and delivery methods, and attitudes toward information search. Factor analysis of 34 agricultural information topics and 28 attitudinal variables measured in the questionnaire produced six overarching measures of farmers' topics of interest and six overarching measures of farmers' attitudes toward information search. The questionnaire also inquired about the frequency of use of 25 sources of agricultural information identified from the literature and about the perceived importance of these information sources for acquiring agricultural information. K-means cluster analysis was used to identify information search strategies among farmers using the information-source items and resulted in four distinct information search types representing a high-information strategy (19% of all farmers), a moderate-information strategy with high use of online sources (21%), a moderate-information strategy with low use of online sources (28%) and one low-information strategy (32%).

Multinomial regression analysis will identify the predictors of information search behavior comparing the four information strategies. An ordinary least squares regression model will be fitted to identify the variables that predict interest in certain topics of information.

This research has both theoretical and practical implications. It contributes to the literature on information search by suggesting a new set of variables that is relevant in predicting the information search behavior of farmers. Findings from this research have relevance for information practitioners and specialists disseminating educational information and services to farmers and agricultural professionals.

### **The Communication Function in American Land-grant Universities in Transition: Implications on Library and Information Services**

*Presenter: Deva Eswara Reddy, Texas A&M University*

Telling rural people about scientific innovations has been one of several communication processes important to land-grant universities. Land-grant universities have been people's colleges, resulting in continual dialogue with all the individuals and groups who feel entitled to a voice in how these universities operate. To a greater degree, the opinions of the people outside the academic world have influenced curriculum, programs of public service or extension, and research activities. It is a tradition that has survived vast changes in higher education in agriculture. Every university continues to be concerned about how well its purposes and needs are understood by government officials, legislators, farm organizations, special interest groups and ordinary citizens in the community. Many of the external groups with which agricultural colleges now deal are sources of communication and are objects of it. It may not be possible to separate the communications activities of the college from those of its parent land-grant

university. In recent years, the programs are being revitalized by incorporating a global dimension. An overview of the literature on globalization also shows that most of the major land-grant universities in the United States are heading toward the internationalization of their teaching, research and extension programs. The areas of restructuring include human resource development; development of market, trade and business information systems; collaborative global partnerships; making imported food safe; securing the homeland from poisonous plant materials; meeting the skill and knowledge requirements of foreign countries; meeting the human resource needs of multinational companies operating in other countries; and providing international experience to students and faculty. Balancing change and tradition in global education reform is an invaluable resource for policymakers, faculty and students. This paper examines how the universities inform themselves and communicate to others on these matters and discusses the implications on library and information services.

### WEDNESDAY PANEL PRESENTATIONS

#### Collection Management Interest Group: Information Harvest: Strategies for Successful Digital Collections

*Presenters: Rob Luikart and Tschera Connell, Ohio State University*

*Conveners: Valerie Perry, University of Kentucky; Diana Farmer, Kansas State University*

Changes in technology have resulted in corresponding social and cultural changes. For many institutions, one of these changes is that of the Institutional Repository. Currently there are a variety of models for how to collect, store and provide access to the information located in these collections. The presenters will discuss the lessons to be learned (and the pitfalls to be avoided) regarding the implementation and ongoing service of an institutional repository, with particular emphasis on issues related to born-digital publications. Rob Luikart will discuss the reengineering of Ohio State University's Ohioline site from the extension perspective, which includes the use of OSU's Knowledge Bank, the development of metadata, rethinking the process of article development and publication, and development of a new interface. Tschera Connell will provide a more hands-on perspective (technical services aspects) of the OSU institutional repository. There will be a question and answer period.

#### AgNIC Interest Group: Putting the NEW in AgNIC: Highlights of New Content, Committees and Technologies Used by AgNIC Partners

*Presenters: Julia Kelly and Louise Letnes, University of Minnesota; Bonnie Waddell, Nova Scotia Agricultural College; Cindy Watkins, New Mexico State University*

*Moderator: Allison Level, Colorado State University*

This is the USAIN AgNIC Interest Group-sponsored panel program presentation. The program will focus on speakers who have created substantial new content for their AgNIC sites, a speaker from the new AgNIC Mentoring Committee and a speaker discussing new technologies used by their AgNIC site. The program will include time for a group discussion on new ideas and technologies that AgNIC

partners are using. You don't have to be an AgNIC partner to attend this program — everyone is welcome. Are you thinking about joining AgNIC? If so, come to the program and meet USAIN members who are also active in AgNIC.

The USAIN AgNIC Interest Group-sponsored panel will include the following three segments:

#### AgEcon Search: Research in Agricultural and Applied Economics

*Presenters: Julia Kelly and Louise Letnes, University of Minnesota*

AgEcon Search (<http://ageconsearch.umn.edu>) is a free-to-user web resource with full-text of working papers, conference papers and journal articles from small-press journals in agricultural, energy, environmental, resource and other areas of applied economics. Over 150 institutions contribute their material to AgEcon Search, and its 29,000+ papers have been downloaded over 1.5 million times since 2001.

During the last year, AgEcon Search has added several new journals and migrated to a new software platform that provides RSS feeds, enhanced browsing and searching, better archiving of materials, and enhanced exposure to Google and other search engines.

#### The Wild Blueberry Network Information Centre

*Presenter: Bonnie Waddell, Nova Scotia Agricultural College*

The Wild Blueberry Network AgNIC website (<http://www.nsac.ns.ca/wildblue/>) is a source of wild blueberry production and marketing information for producers, agricultural professionals, researchers and students. The Centre has undergone some exciting changes. Chief Librarian Bonnie Waddell will discuss the site changes, along with information about the new look and content provided. As other AgNIC partners work to update their sites, we can learn from the Wild Blueberry site successes.

#### AgNIC Mentoring Committee

*Presenter: Cindy Watkins, New Mexico State University*

The AgNIC Mentoring Committee was set up to communicate information for those new to AgNIC and to create opportunities for AgNIC members to support newer participants. The Mentoring Committee held two conference calls during the fall: one meeting was an introduction and an overview of the committee's plans; the other meeting was about the AgNIC database, standards for entering metadata and the role of partners to add metadata. All partners are encouraged to participate. The minutes of the conference calls are posted on the AgNIC website. The committee is in the process of creating a FAQ for new members, and we are putting together a list of names of people who would volunteer to be mentors to new members.

### 1. Using LibraryThing to Display a Specialized Collection, Encourage Faculty Participation in Collection Development and Open the Door to a Multi-institution Codified Core Literature

*Heather K. Moberly and Rachel Pittman,  
Oklahoma State University*

Veterinary medical education, and therefore its libraries, relies heavily on a “core,” of specialized literature unique to each schools curriculum. In this way veterinary medical education is more akin to human medical education than to the other sciences. Many disciplines do not have a codified “core” literature beyond a well-rounded reference collection. Our “core” literature encompasses the required and recommended readings for the DVM curriculum, national veterinary board study materials and a well-rounded reference collection.

We often shelve our core literature separately, similar to a reference collection. We are repeatedly asked for a list of this collection, but it is not possible to easily separate it in a catalog search. Faculty want to see what other classes require. Current students want a shelf list for immediate use or a list to peruse when supplementing their personal collections. New graduates want a consultation list when starting their professional collection. Alumni want to verify and update their collections or identify “reliable” resources outside their immediate expertise.

We are frequently challenged to identify and acquire all of the appropriate materials. Faculty input is not automatic. An easily available and distributable list of our “core” literature could provide a good base assuring these materials are current. Our library embarked on an experiment by creating a “LibraryThing Catalog” for this collection and added “tags” for each instructor, course number and important series.

We were curious whether this publicly available tool would satisfy the populations that request this list of materials. We wanted to try leveraging it, with our instructors, to achieve a more up-to-date and complete “core” collection. This poster displays our results.

In the future, by collaborating, we hope to create a tool that can be used for veterinary collection development in non-veterinary-focused libraries.

### 2. Partnering with Agronomy Faculty to Create a Framework for Data Sharing

*Marianne Stowell Bracke and Michael C. Witt,  
Purdue University*

Our librarians are partnering with scientists to help them describe, preserve, manage and share the data generated by their research. In one instance, the librarians are working with an Agronomy faculty member to create a data collection of water quality samples gathered at the University’s Agronomy Center for Research and Education (ACRE).

The project has two phases: the first to ingest and archive five years’ worth of past data as a batch process, and the second to integrate our tools into the data-collection process so that current and future data flows into the repository. Metadata from the water quality sample data collection is harvested, aggregated with metadata from other repository collections, indexed for searching, and presented on the web in a context with other digital library content such as e-prints and digitized archival collections.

But completion of the technical aspects of the project is not the only goal for librarians. Building relationships with the faculty is also an integral component to success of this data project. This is so faculty can understand and utilize the skills that librarians bring to the table. Librarians bring a blend of traditional skills, such as searching, and other less recognized skills: awareness of scholarly communication issues, interest in improving and increasing access to information, preservation of information, and the broader impact of information beyond a single discipline.

This poster will describe the technical specifications of the data ingestion and will demonstrate the construction and maintenance of a successful partnership with a faculty member.

### 3. Literary Gardens: Cultivating a Partnership between the Library and the Horticulture Center

*Sarah Williams, Illinois State University*

In 2006, Illinois State University’s Milner Library and Horticulture Center began a partnership to establish literary gardens at the Horticulture Center, which supports horticultural education and research and serves as a community outreach. While still in the planning phase, the literary gardens will be spread throughout the Horticulture Center, and they will focus on Midwestern authors who have written about plants, trees, gardens or natural habitats. This poster provides background information on the Horticulture Center and the literary garden project and shares initial plans such as the authors and their works, garden designs and grant possibilities.

### 4. Gateway to Student Success: Convertible Notebook Laptops in the Natural Resources Classroom and the Field!

*Jeanne Pfander, University of Arizona*

Many readers continue to prefer print to electronic when it comes to reading books. A project is in progress during Spring semester 2008 to investigate whether laptop use will encourage e-book readership and at the same time enhance the learning experience in the classroom and the field. The librarian is partnering with a professor teaching an upper-division course, Vegetation Management of Wildlands.

Gateway E-295C Convertible Notebooks have been loaned to all 16 students in the course for the duration of the semester. The professor and librarian both also have the same model laptop. At the end of the project, the professor and the librarian will retain their laptops. Students will return the laptops, which will be integrated into the Libraries Laptop Loan service.

The E-295C Convertible Notebook converts from notebook mode to tablet mode and allows for both keyboard and digital pen input. It has a 14-inch screen and weighs 7 pounds.

The professor, students and Libraries staff will receive training from Gateway. Ongoing technical support will be provided by the Libraries.

Project assessment will include pre- and post-course surveys and focus groups to assess impact of E-295C Convertible Notebooks on project participants, teaching and learning experiences and their use of e-books and other full-text content.

The benefits of this project are expected to include:

For the students: 1) Versatile Gateway E-295C Convertible Notebooks for reading e-books and completing course assignments; and 2) new ways to take/share notes and data.

For the professor and the librarian: 1) Opportunity to learn new instructional technologies and methodologies.

For the Libraries: 1) Increased understanding of how to introduce tablet laptops to library customers; and 2) increased customer acceptance of e-books.

This poster will report on progress and learnings to date.

## 5. The DigiTop Dashboard

*Matthew Treskon and Stan Kosecki,  
The National Agricultural Library*

Although the National Agricultural Library has been collecting usage statistics on electronic resources for several years due to a high number of data providers with varying file formats, it has been difficult to compare usage across publishers. In response, we developed a system for managing usage statistics that includes a database and accompanying dashboard, designed and implemented to meet the reporting needs of the National Agricultural Library and its DigiTop program, USDA's Digital Desktop Library. The database ingests and manages the following usage statistics (as defined by the COUNTER Code of Practice, v2): full-text journal downloads, database searches and database sessions. In addition, the database counts web log transactions. Custom PERL scripts are used to ingest both COUNTER-compliant and non-compliant publisher usage data reports, compiling usage data from 20+ data providers into one Microsoft Access database. Using Access' data access pages, the DigiTop dashboard numerically and graphically represents usage of DigiTop's electronic resources on-demand to decision makers within the library.

## 6. Static to Dynamic: Growing a Wildflower Web Site

*Yongli Zhou, Colorado State University;  
Mike Haddock, Kansas State University*

Though database-driven web sites are becoming more dominant world wide, many web projects are still static, i.e., they have been created with flat HTML pages that are difficult to maintain and update. "Kansas Wildflowers and Grasses," one of four Kansas State University AgNIC sites, was begun in 1996 and has been considerably enlarged over a ten-year period. It was originally hand-coded in HTML with each page created separately. As more data was added to the site, maintaining and updating the pages became very time consuming. In spring 2007, it was decided to give the web site a new look that would also present new features such as a consistent metadata display, an easy-to-update web interface and web forms for inputting metadata.

The poster will describe the goals of this project and focus on the techniques and procedures used to convert the original static site into a dynamic database-driven web resource. It will cover:

The selection of programming language, web server and software

Database (MySQL) design

Creation of dynamic pages coded in PHP

Metadata updates

- using a free database management software
- using customized web forms

## 7. The Forecast Evaluation Tool: What Role Can Librarians Have in the Dissemination of Web Tools?

*Carla Casler, Holly Hartmann and Damian Hammond,  
Arid Lands Information Center*

The Forecast Evaluation Tool (FET) is a web-based tool facilitating customized comparisons of climate forecasts. It can compare all forecasts made since 1994 by the National Weather Services Climate Prediction Center (CPC) and other agencies. It is being developed to address the need expressed by decision-makers for a way to assess the accuracy of seasonal climate forecasts.

The Forecast Evaluation Tool is a product of several research programs, including:

CLIMAS: The Climate Assessment for the Southwest Project, funded by the National Oceanic and Atmospheric Administration (NOAA) Office of Global Programs.

GAPP: The GEWEX Americas Prediction Project, funded by the NOAA Office of Global Programs.

SAHRA: The Semi-Arid Hydrology and Riparian Area Science and Technology Center, funded by the National Science Foundation (NSF).

HyDIS (The Hydrologic Data and Information System): Funded by the National Aeronautical and Space Administration (NASA).

EOSDIS Synergy: Funded by the National Aeronautical and Space Administration (NASA) through Raytheon.

Complex scientific tools are usually shared through scientific meetings and publications. Do librarians have a role in explaining and disseminating complex web tools?

## 8. Seeking Grape and Wine Information: A How-to Guide

*Suzi Teghtmeyer, Michigan State University*

Grapegrowing and winemaking are booming industries not just in Ohio but nationwide. Homegrowers, business start-ups, tourism bureaus and Departments of Agriculture are scrambling for information on how to grow grapes, make wine, and find enjoyment and profit in the process. In all cases they need information, so when contacted for such, where does a librarian look? This poster will identify and describe the best grape growing (viticulture) and winemaking (enology) resources, including web sites, online extension publications, journals and books.

## 9. The Early Films of Cooperative Extension

*Jan Scholl, Penn State University*

Tradition in Transition: View film clips from Extension's earliest years that have relevance in our lives today. The segments represent all types of subject matter, technological advances and artistic experiments. Documentation will be provided on early film making for the benefit of individuals and organizations.

Please visit the exhibits during the morning and afternoon breaks.

**SUNDAY**

- 8:00 a.m. – Noon**      **Pre-Conferences**
- 1:00 p.m. – 5:00 p.m.**      **Malabar Farm Tour/OSU Wooster Campus Tour**
- 6:00 p.m. – ?**      **Welcome Reception** (Hilton Garden Inn)  
*(sponsored by Ohio State University Libraries/OARDC)*

**MONDAY**

- 7:30 a.m. – 8:30 a.m.**      **Continental Breakfast and Interest Group Eat 'n' Meet**  
*(sponsored by The Samuel Roberts Noble Foundation)*
- 8:45 a.m. – 9:00 a.m.**      **Opening Session**
- 9:00 a.m. – 10:15 a.m.**      **Plenary Panel: Adding Value to Agriculture: Biofuels**  
*(sponsored by The National Agricultural Library)*
- Corn-based Ethanol: The Good, the Bad and the Ugly (Dennis Keeney)
  - Why Cellulosic Ethanol is Nearer Than You Think: Creating the Biofuels Future (Bruce Dale)
- 10:45 a.m. – Noon**      **Plenary Panel: Adding Value to Agriculture: Bioenergy/Bioproducts**  
*(sponsored by USDA Economics, Statistics, and Market Information Systems)*
- Bioenergy from Agricultural Waste (Ann Christy)
  - Transforming Agriculture to Meet Advanced Energy and Material Needs (Stephen Myers)
- 1:15 p.m. – 2:00 p.m.**      **NAL Update**
- 2:15 p.m. – 3:15 p.m.**      **Panel Presentations (concurrent sessions)**
- Tapping Technology as a Conduit for Communication
  - Animal Health Interest Group
- 4:00 p.m. – 5:30 p.m.**      **Panel Presentations (concurrent sessions)**
- Preservation Committee, Collection Management and Animal Health Information Interest Groups: Saving the Elusive Past for the Future: A Case Study in Collaboration
  - Linking Research and Entrepreneurial Commercialization
  - Transition with Tradition: Demonstrating Creative Approaches to Apply Information, Knowledge Sharing and ICTs in the Agbiosciences Worldwide
- 6:00 p.m. – ?**      **Barbeque, Dr. Dave's Whiz Bang Science Show, Cornhole Tournament**  
*(sponsored by Elsevier)*

**TUESDAY**

- 7:30 a.m. – 8:30 a.m.**      **Full Breakfast and Interest Group Eat 'n' Meet**  
*(sponsored by Medina County and Wayne County Farm Bureaus)*
- 8:00 a.m. – 9:00 a.m.**      **USAID Business Meeting**
- 9:15 a.m. – 10:00 a.m.**      **Plenary: Farming Sustainably: Lessons from the Soil**
- The Importance of Soil Ecology in Sustainable Agriculture (Clive Edwards)
- 10:30 a.m. – 11:45 a.m.**      **Plenary Panel: Farming Sustainably: Lessons from the Amish**
- Cultural and Ecological Aspects of Amish Agriculture (Deborah Stinner)
  - Amish Farm Economics, Implications for Extension Work (Randy James)
  - Personal Insights (David Kline)
- 11:45 a.m. – 1:00 p.m.**      **Author Book Signing and Sale**  
*(Wooster Book Company)*

- 1:00 p.m. – 3:30 p.m. Interest Group Panel and Contributed Papers (concurrent sessions)**
- Technology Trends Interest Group: Leaving the Barn Door Open: Utilizing Technology to Enhance Traditional Roles and Values
  - Contributed Papers A: The Potential Impact of ‘Public Access’ Legislation on Access to Forestry Literature; Preserving Federal State Market News Service Data; Using GIS to Breathe New Life Into Historic Soil Surveys
  - Contributed Papers B: FAO as a Knowledge Organization: Leveraging on Partnerships to Promote Knowledge Exchange in the Agricultural Domain; New Traditions and Transitions: A Web Portal to Discover, Create and Exchange Knowledge of the Sonoran Desert; Biofuel in the Bank Library: CSR vs. Bottom Line
  - Contributed Papers C: Faculty Response to Internet-based Teaching Aids: A Case Study at the University of Arkansas; Outreach Information and Technology Needs Survey; Transcending Traditional Research Assistance: Embedded Librarians in an Ag Econ Class
- 4:00 p.m. – 5:30 p.m. Vendor Update and Posters (concurrent sessions)**
- CABI
  - Thomson Scientific
  - ProQuest
  - Poster session
- 6:30 p.m. – ? 20th Anniversary and Awards Banquet (cash bar at 6:00 p.m.)**  
*(sponsored by Thomson Scientific)*

**WEDNESDAY**

- 7:30 a.m. – 8:30 a.m. Continental Breakfast and Interest Group Eat ‘n’ Meet**  
*(sponsored by The National Agricultural Library)*
- 8:30 a.m. – 9:30 a.m. Interest Group Panel and Special Projects (concurrent sessions)**
- Social Issues-Rural Information Interest Group: National Animal Identification System: A Trojan Horse or National Need?
  - Preservation Committee Update
- 9:30 a.m. – 10:30 a.m. Contributed Papers (concurrent sessions)**
- Contributed Papers D: Transition through Collaboration: Internal and External Partnering to Build a Regional Rangeland Ecology and Management Web Resource; Advancing Institutional Repositories: A Case Study in Digital Agricultural Publication Management; AgOAI: Let’s Get the Good Stuff!
  - Contributed Papers E: Using Google to Drive Library Usage; Information Search Strategies of Ohio Farmers; The Communication Function in American Land-grant Universities in Transition: Implications on Library and Information Services
- 11:00 a.m. – Noon Interest Group Panels (concurrent sessions)**
- Collection Management Interest Group: Information Harvest: Strategies for Successful Digital Collections
  - AgNIC Interest Group: Putting the NEW in AgNIC: Highlights of New Content, Committees and Technologies Used by AgNIC Partners
- Noon – 1:00 p.m. Closing Session: Recent Developments in the Control of Information: Can Traditional Access and Use of Protected Content Survive the Transition?** (Tomas Lipinski)  
*(Dr. Lipinski’s participation is made possible with support from the Mitchell-Montefiore Family)*
- 2:00 p.m. – 6:00 p.m. Amish Country Tour**
- 2:00 p.m. AgNIC Partners Annual Meeting begins**

*IT’S EASY BEING GREEN AT USAIN: Shisler’s cold drink cups are manufactured from NatureWorks® biopolymer, a resin currently derived entirely from corn. They are 100% compostable. Hot drinks are served in the Ecocontainer, made from fully renewable resources and compostable.*















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