1995

1995 Charleston Conference Preliminary Schedule

Editor

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PRELIMINARY SCHEDULE
Charleston Conference 1995
Draft program as of 8/21/95
Still Crazy After All These Words

Preconferences — November 1, 1995, 1PM-5PM
1) Collection Development Policy Statement Workshop
   Presenter: Tony Ferguson (Columbia University)
   Ferguson will provide information on how to develop a cost-effective collection
   development policy statement, e.g., how not to load up the costs of producing
   such a statement to the point that you can never get sufficient value out of the enterprise
   to want to keep it up to date. He will begin with a review of suggested ALA standards
   and then introduce how a simple questionnaire can be used to develop an acceptable
   narrative for the Chesapeak or approval plan profiles can be used for the more intensive
   subject level analysis that is needed. The emphasis will be on the practical aspects of this
   collection development tool.

2) Copyright and Intellectual Property
   Presenter: Todd Parkhurst (Schiff, Hardin & Waite)
   As the electronic world encroaches more and more, what will be the meaning of copyright
   and what is intellectual property? This expert lawyer in the area of intellectual
   property will share some of the law with us.

3) Using the Internet’s Resources
   Presenters: Alis Whitt (College of Charleston) & David Magier (Columbia University)
   This workshop will acquaint us with many of the resources on the World Wide Web
   that can be used for acquisitions and collection development.

4) Away From the Fringe: African American Publishing and Multicultural Resources
   Coordinator: Glenda Alvin (Trenton State University)
   This session will offer a broad-based discussion of the current trends among academic
   and trade presses concerning publishing materials by and about ethnic groups. It will also
   provide a forum for African American publishers of books and periodicals, as well
   as demonstrate the availability of multicultural resources on CD-ROM and the Internet,
   which access information about African Americans, Latinos, Native Americans, Asian
   Americans, and so called "hyphenated Americans." The panel will reflect upon how
   interest in diversity and multiculturalism have energized contemporary developments
   in print and electronic publishing, leading minority topics away from the fringe and into
   the mainstream.

5) Prioritizing Serials
   Coordinator: Buzzy Basch (Basch Associates)
   What are ownership alternatives? Hear how colleagues at peer institutions are applying a
   variety of techniques — collection refinement, electronic access, document delivery,
   and interlibrary loan — to the challenges of balancing serials resources. First-hand
   tales from the trenches. Share your experiences, and learn from others.

Judy Webster (U. of Tennessee)   Barbara Dean (Fairfax Co. Public Library)   Heather Miller (SUNY Albany)
<jwebster@utk.lib>   <bdean@vsla.oleo.edu>   <hm766@cnsvax.albany.edu>
Charleston Conference coordinating committee:
Charleston Conference founder: Katina Strauch (College of Charleston) <strauchk@cofc.edu>

Thursday, November 2, 1995
9:00 AM   Welcome
9:15-9:45 AM   Keynote: Laura Gasaway, UNC-CH School of Law
9:45-10:15 AM   Discussion
10:15-10:45 AM   Keynote: Michael Mellinger, Data Research Associates
10:45-11:15 AM   Discussion
11:15-11:45 AM   Keynote: Lisa Freeman, Univ. of Minnesota Press
11:45-12:00 AM   Discussion
12:00-1:30 Lively Lunches
   1) Is Reviewing Important Any More? Ken Kister (Freelance Writer)
   2) Exchange Rates, Fred Lynden (Brown University)
   3) Automation panel, coordinated by Elsie Pritchard (Morehead State University)
1:30-3:00
   CEO Panel — Takeovers, Mergers, Acquisitions and Failures — Can you buy your way to the future?
   Bryan Ingleby (Dawson), Gerald Garbaez (Consultant), Jane Burke (Enzleavor), Ward Shaw (CARL)
   Facilitators: Fran Wilkinson (U. of New Mexico), Tony Leisner (Consultancy in Strategic Marketing)
3:00-3:30 Break
4:00-4:30 CEO II Panel — After the Dust Settles, or does it ever?
   Mike Markwith (Swets), Dan Tonkery (Readmore), Frans von Eysinga (Wolters Kluwer), Jim Ulsamer (Baker & Taylor),
   Fred Philipp (Blackwell North America)
   Facilitators: Fran Wilkinson (U. of New Mexico), Tony Leisner (Consultancy in Strategic Marketing)
4:30-5:00 Discussion
6:00 Charleston Conference 15th Birthday Party — Charleston Visitor Center

Friday, November 3, 1995
8:00-8:30 Dreams, Madness and Reality
   Michael Gorman (California State University)
8:30-9:00 Discussion
9:00-9:30 The Future of Acquisitions and Collection Development
   Tony Ferguson (Columbia University)
9:30-10:00 Discussion
10:00-10:15 Break
10:15-11:30  Simulation Rooms, coordinated by Sandy Paul (SKP Associates)
11:30-12:00  Vendors in Search of Customers  John Secor (Yankee Book Peddler)
12:00-12:30  Reactor Panel TBA — Led by Judy Webster (U. of Tennessee)
12:30-2:00  Lively Lunches
   1) Managing People, Jack Montgomery (U. of Missouri, Columbia)
   2) CD-ROM sales, Norm Desmarais (Providence College)
   3) Automation systems sharing, coordinated by Elsie Pritchard (Morehead State University)
2:00-3:00  Concurrent Sessions I (1/2 hour presentation, 1/2 discussion)
3:00-4:00  Concurrent Sessions II (1/2 hour presentation, 1/2 hour discussion)
Saturday, November 4, 1995
7:45-8:45  Hyde Park Corner Breakfast focusing on Nitty Gritty Issues
           Hosted by Katina Strauch (College of Charleston) and Chuck Hamaker (LSU)
8:45-9:45  Will Print Survive and is Out of Print Real Anymore?
           Tom Leonhardt (U. of Oklahoma), Jack Walsdorf (Blackwell North America)
9:45-10:45  Barbara Meyers' Publishing Panel
10:45-11:15  Discussion
11:15-11:45  Nitty Gritty Issues in Electronic Publishing  Mike Keller (Stanford University)
11:45-12:00  Discussion
12:00-12:30  NIDR — Networked Information: Discovery & Retrieval — URLs and the MARC Record
           Clifford Lynch (U. of California, Office of the Pres.)
12:30-1:00  Discussion
1:00  Wrap Up  Chuck Hamaker, Barbara Dean, Judy Webster and Katina Strauch
1:30  Adjourn
4-6  Rump Session: Document Delivery and Fair Use
     Todd Parkhurst (Schiff, Hardin & Waite), Becky Lenzini (UnCover), others TBA

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**REGISTRATION FORM**

**Registration Deadline:** October 19, 1995

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**Conference Fees:**

- **Preconference** $60.00
- **The Conference** (includes *Against the Grain* subscription) $145.00
- **Optional Events**
  - Lively Lunches (buffet lunches with choice of focused discussion and presentation groups)
    - ( ) Thursday, Nov. 2  • Pasta Buffet $10.00
    - ( ) Friday, Nov. 3  • Deli Buffet $10.00
  - Walking Tour of historic sites $20.00
  - Private Libraries Tour of special collections in the area $20.00
  - Bus Tour of historic areas $20.00

**TOTAL FEE(S)**

( ) I am interested in an afternoon golf tournament.

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