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1998 Charleston Conference Registration Form

Editor

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18th Annual Charleston Conference — November 5-7, 1998
College of Charleston, Lightsey Center, 160 Calhoun Street, Charleston, SC
Issues in Book and Serial Acquisition: “More For Less”

Partial List of Topics to be Discussed
E-commerce: Practical Considerations of the New Technology for Acquisitions and Collection Development
Aggregation or Aggravation: What do Libraries Need?
Purchasing of Electronic Materials
Designing, Producing, and Promoting Web-based Products
How to Form and Join a Consortium
How to Buy More Foreign Language Materials
Designing, Pricing and Promoting Web-based products
The Myth of Free Access to Information
Electronic Rights Management Systems and Alternative Transaction Models
Selection of Materials — Accommodating the Electronic Giant
Interdisciplinary and Multicultural Acquisition
Duplicating Resources — The New Paradigm
Customer Service versus Core Lists of Materials — Just in Case or Just in Time?
Is the Future Homogenized Libraries?
More and More Choices — What to Buy Next?
Outsourcing — The State of the Art

Preconferences: Wednesday, November 4, 1998

9:00-12:30 Library Marketing: What Really Works for Librarians, Vendors and Publishers — The Charleston Group — A practical preconference about what really works in selling materials to libraries. Preconference will include highlights of a survey on reactions to publisher marketing that went to 3300 public, academic, medical and law librarians in 1997 by Dr. Karen Schmidt, University of Illinois — Urbana Champaign. Topics will include publisher literature, Web sites, value of reviews, and future directions of library acquisitions from the perspectives of both librarians and publishers/vendors.

1:00 — 5:00 PM — These are Concurrent Sessions

1) 1:00-5:00 Collection Management Solutions: Creative Uses of Technology — The Charleston Group
How is technology helping to solve problems? Research for the Council of Library and Information Resources conducted by consultant Leigh Watson Healy focused on the visions and needs of libraries in an attempt to identify strategic directions for vendors. Preconference will include case studies from leading libraries as to implementation and integration of technology and content.

2) 1:00-5:00 Serials Management: The Next Generation — Buzzy Basch and Basch Associates
How are libraries coping with electronic journals, rising prices, cancellations, duplication, and alternative delivery sources? Participants will discuss and explore their ability to deal with ambiguity in the changing serials marketplace.

3) 1:00-5:00 Interpreting Financial Statements & Creating and Understanding Appropriate Budgets for Your Organization — Dave Lang — Librarians, publishers, and information professionals are challenged by how to estimate, cost-out, charge for and/or recover and review all expenses related to their products, services, overhead, future growth, and human resources associated with defining their collections and resources. This preconference will cover the basic budget process and the analysis of financial statements and should be of interest to anyone associated with developing and responding to new products and services for the digital age in the library environment. What determines financial value of both print and electronic collections? Presentation will include accounting/records management/financial background, introduction of vocabulary, case analyses, and some exercises from a workbook prepared specifically for this session. Registrants should bring examples of financial statements from their work environments, simple records to reports generated from OPACs and management information systems, to use as additional reference material.

Dave Lang has been a CPA for 22 years, associated with former “Big 8” firms in Pittsburgh and Orange County, California. For the past 14 years he has been an owner/partner in a private accounting practice in Irvine, Calif, working with a diverse client list in nearly all economic sectors. He has a BS in Accounting from Penn State, MBA in Business Taxation from USC and was elected to serve on the Board of Trustees of the South Orange County Community College District in 1996.

4) 1:00-5:00 Search Lights and Saint Bernards: The Best Use of Tools and Time in Searching The Web — Jill O’Neill(ISI) — This half-day workshop will approach Web searching from the perspective that determining the right tool to use in locating Web-based resources will enhance the value of the search results as well as shorten the amount of time spent in retrieval.

Wednesday, November 4, 1998

11:00 AM-1:00PM Registration for Charleston Conference Lightsey Conference Center Lobby
1:00 PM-5:00PM Pre-conferences
6:30 PM-8:30PM Casual Reception and Registration for Charleston Conference Lightsey Conference Center, 160 Calhoun Street, Upstairs Lobby
Thursday, November 5, 1998

7:30 AM-8:30 AM  Registration Lightsey Conference Center Lobby
7:30 AM-8:30 AM  Newcomers' Breakfast and Orientation
8:30 AM  Welcome
8:30 AM-12:30 PM  Keynote addresses and Discussions
9:00 AM-12:30 PM  Sessions and Discussions
12:30 PM-2:00 PM  Lively Lunches: Presentations & Discussions (optional) or Lunch on your own
2:00 PM-5:00 PM  Discussions and Sessions
5:00 PM  Adjourn for the day
6:30-9:30 PM  Optional Event: Lowcountry Oyster Roast and Southern Style Buffet

Friday, November 6, 1998

8:00 AM  Morning Refreshments and late registration Lightsey Conference Center
8:30 AM-12:30 PM  Discussions and Sessions
12:30 PM-2:00 PM  Lively Lunches: Presentations & Discussions (optional) or Lunch on your own
2:00 PM-5:00 PM  Sessions and Discussions
3:00 PM  Optional Tours depart from Lobby
5:00 PM  Adjourn for the day
6:30 PM  Conference Reception — The Exchange Building and Provost Dungeon

Saturday, November 7, 1998

7:45 AM-9:00 AM  Hyde Park Corner Breakfast Discussion
9:30 AM-10:30 AM  Discussions and Sessions
1:30 PM  Adjourn-That's it, Folks, go eat lunch!
4:00PM-6:00 PM  Ramp Session Panel TBA (for people who hang around longer)

For more program information:

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Katina Strauch, College of Charleston, Founding Director

Conference Hotels: Embassy Suites Historic Charleston (1 1/2 blocks) 1-800-EMBASSY $169 S/D
Francis Marion Hotel (adjoining Conf. Center) 1-800-433-3733  $84 S/D
Hampton Inn Historic District (1 1/2 blocks) 1-800-426-7866  $99 S/D

• Rates listed do not include sales & accommodations tax. • Rates valid through October 1, 1998.

Identify yourself as a “Charleston Library Conference” participant to receive special conference rates.

Please Note: Conference Shuttles will be provided only to and from the Conference Reception and Evening Optional Event this year due to the proximity of the official hotels.

Please use the form below to register.

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**REGISTRATION FORM**  
Registration Deadline: October 23, 1998

Name ____________________________  Job Title ____________________________

Library Firm ____________________________  

Mailing Address ____________________________  Fax ____________________________  Zip ____________________________

Daytime Phone ____________________________  Internet ____________________________

Payment by: ( ) Check  ( ) Visa  ( ) Discover  ( ) Mastercard  ( ) PO # ____________________________  Make checks payable to: College of Charleston

Card # ____________________________  Exp ____________________________

Signature ____________________________

Conference Fee(s):

• Preconference ( )$0.00  ( ) $20.00  ( ) $50.00  ( ) $65.00  ( ) $120.00  ( ) $175.00

  (includes Against the Grain annual subscription)

• Optional Events

Lively Lunches (buffet lunches with choice of focused topic groups)
( ) Thursday, Nov. 5  Deli / Salad Buffet  $11.00
( ) Friday, Nov. 6  Pasta / Salad Buffet  $11.00

Walking Tour of historic sites (Friday afternoon)  $20.00

Private Libraries Tour of special collections in the area  $20.00

different sites each year (Friday afternoon)

Bus Tour of historic areas (Friday afternoon)  $20.00

Avery Research Center Tour  free

TOTAL FEE(S) ____________________________

I will go to:

( ) Newcomer's Breakfast  Nov. 5  8:00 am (free)
( ) Lowcountry Social  Nov. 6  7:00-8:00 pm ($25)
( ) Conference Reception  Nov. 7  6:30 pm (free)
( ) Ramp Session  Nov. 7  4:00 pm (free)

Conference Center FEIN: 576-000-265
$15.00 processing fee will be retained on all cancellations. Refunds not available after October 23, 1998.

Send registration form and fee(s) to: Library Conference • Conference Center • College of Charleston

1-843-934-1454  Internet: coned@cofc.edu
Phone: 1-843-934-5822

All events subject to sufficient enrollments. Full refunds will be made on any events canceled by the Conference.