



---

# USAIN

---

United States

---

Agricultural

---

Information

---

Network

---

**UNITED STATES AGRICULTURAL INFORMATION NETWORK  
NATIONAL CONFERENCE**

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

**"RURAL INFORMATION  
AT THE CROSSROADS:  
ISSUES AND OPPORTUNITIES"**



# 1993-94 USAIN EXECUTIVE COUNCIL

<b>President</b>	Martha Alexander University of Missouri Columbia, MO	<b>Council Members</b>	Kent Hendrickson University of Nebraska Lincoln, NE
<b>Past President</b>	Richard Rohrer University of Minnesota St. Paul, MN		Brice Hobrock Kansas State University Manhattan, KS
<b>Secretary/ Treasurer</b>	Beverlee French University of California Davis, CA		Barbara McBride Food Marketing Institute Washington, D.C.
<b>National Agricultural Library Liaison</b>	Robyn Frank National Agricultural Library Beltsville, MD		Cynthia Vie Pioneer Hi-bred International Inc. Des Moines, IA

## USAIN COMMITTEE & INTEREST GROUP CHAIRS

<b>Legislative &amp; Government</b>	Jan Olsen Cornell University Ithaca, NY	<b>AGRICOLA</b>	Anita Battiste University of Florida Gainesville, FL
<b>Membership</b>	Eleanor Mathews Iowa State University Ames, IA	<b>Collection Development</b>	Peggy Johnson University of Minnesota St. Paul, MN
<b>Nominating Committee</b>	Kent Hendrickson University of Nebraska Lincoln, NE	<b>Document Delivery</b>	Margaret Drews Cargill Minneapolis, MN
<b>Program Planning</b>	JoAnn DeVries University of Minnesota St. Paul, MN	<b>Rural Information</b>	Antoinette Powell University of Kentucky Lexington, KY
<b>Telecommu- nications and Networking Committee</b>	John Ulmschneider North Carolina State University Raleigh, NC	<b>Technical Services</b>	Amy Paster Pennsylvania State University University Park, PA

**THURSDAY, OCTOBER 28, 1993**  
**DEFINING RURAL INFORMATION ISSUES**

---

**8 - 11 am      REGISTRATION AND COFFEE**

**8 - 9 am        NEWCOMER'S BREAKFAST**  
*Meeting Room A*  
*Invited breakfast for new USAIN members*

Host: Martha Alexander, President, USAIN

**9 am            EXHIBITS**  
*Meeting Rooms E, F & G*  
*One hour breaks are near the Exhibit rooms to provide an opportunity to view exhibits and speak with exhibitors.*

Opening: Tamera Lee, Chair, Exhibits  
Martha Alexander, President, USAIN

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

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

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

**11 - Noon      WELCOME TO THE 1993 USAIN CONFERENCE**  
*Auditorium*

Speakers: Martha Alexander, President, USAIN  
Dr. William Highfill, Director, Auburn Library  
Dr. William Muse, President, Auburn University

**Noon - 2 pm LUNCH AND SPEAKER**

***Ballroom A Right***

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

***"USDA and Communications with Rural America"***

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

**2 - 3 pm PLENARY SESSION**

***Auditorium***

Moderator: Mr. Kent Hendrickson  
University of Nebraska, Lincoln

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

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

**3 - 4 pm EXHIBITS AND BREAK**

***Meeting Rooms E, F & G***

**4 - 5 pm FOCUS SESSION**

***Auditorium***

Moderator: Ms. Robyn Frank  
National Agricultural Library

***"Americans Communicating Electronically"***

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

***"Information and Resources for Rural Areas"***

Speaker: Ms. Melanie Gardner  
Rural Information Center  
National Agricultural Library

**5 - 5:45 pm COMMITTEE MEETINGS**

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

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

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

*Telecommunications & Networking . Ballroom B Left*  
John Ulmschneider, Chair

**5:45 -6:30 pm INTEREST GROUP MEETINGS**

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

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

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

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

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

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

*Ballroom A Right*

Host: Dr. William Highfill, Director  
Auburn University Library

**8 pm TOURS OF RALPH BROWN DRAUGHON LIBRARY**

**FRIDAY, OCTOBER 29, 1993**  
**EXPLORING ELECTRONIC HIGHWAYS TO RURAL AMERICA**

---

**8 - 9 am      REGISTRATION AND COFFEE**

**9 - 10 am      PLENARY SESSION**

*Auditorium*

Moderator: Dr. William Highfill  
Auburn University

*"Emerging Communication Technologies"*

Speaker: Mr. Stephen Barreca, Manager  
Technology Forecasting Group  
BellSouth

**10 - 11 am      EXHIBITS AND BREAK**

*Meeting Rooms E, F & G*

**11 - Noon      FOCUS SESSION**

*Auditorium*

Moderator: Ms. Helen Smith  
Pennsylvania State University

*"Evaluation of a Pilot Test to Produce and Distribute the Journal of Extension Electronically"*

Speaker: Dr. James Summers, Director  
Office of Evaluation Studies  
University Extension  
University of Missouri

*"The Child, Youth and Family Education and Research Network: Some Preliminary Steps in Networking for Extension"*

Speaker: Dr. John Kane, Coordinator  
Youth Development Information Center  
National Agricultural Library

**Noon - 1 pm      LUNCH**

*Ballroom A Right*

**1 - 2:30 pm      PRESERVATION PLAN REPORT**

*Auditorium*

Speaker: Dr. Brice Hobrock  
Kansas State University

**2:30 - 3 pm EXHIBITS AND BREAK**  
*Meeting Rooms E, F & G*

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

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

**Tours:** George Washington Carver Museum

NASA/TU Sweetpotato for Space Project

Sweetpotato Molecular Genetics Laboratory  
Host: C.S. Prakash

Center for Research on Diet, Lifestyle & Cardio-vascular Disease in Rural Black Alabamians  
Host: R. Pace

National Sweetpotato Information Center  
Hosts: A. King and S. Caldwell

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

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

Dr. William Lester, Provost  
Tuskegee University



**SATURDAY, OCTOBER 30, 1993**  
**OPPORTUNITIES FOR MEETING RURAL NEEDS**

---

**8:30 - 9 am**    **COFFEE**  
*Prefunction Foyer*

**9 - 10:30 am**    **FOCUS SESSION**  
*Auditorium*

Moderator:    Mr. Irwin Weintraub  
Rutgers University

*"Environmental Racism"*

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

*"Profitable and Economically Sound Agriculture: A Sustainable  
Approach to the Future"*

Speaker:    Dr. James Novak  
Dept. of Agricultural Economics & Rural  
Sociology  
Auburn University

*"The Age Factor and Black Land Ownership"*

Speaker:    Dr. Robert Zabawa  
George Washington Carver Agricultural  
Experiment Station  
Tuskegee University

*"Black Farmers"*

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

**10:30 - 11 am**    **BREAK**  
*Prefunction Foyer*

11 - noon

## CONTRIBUTED PAPERS

USAIN members present issues and projects involving services to rural communities in three concurrent sessions.

### ***CHOOSE 1 OF 3 MEETING ROOM SESSIONS.***

---

#### ***Meeting Room A***

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

#### ***"Building a Rural Information Collection at a Non-Land Grant University"***

Speakers: Ms. Carol Graham Covey &  
Ms. Jeanne Stierman  
Western Illinois University

#### ***"User Accessed AGRICOLA made Available to a Branch Campus AG Program via the INTERNET and FIRSTSEARCH"***

Speaker: Mr. Harvey R. Gover  
Washington State University, Tri-Cities

#### ***"Information Poor, Information Rich: Rural America and the INTERNET"***

Speaker: Mr. Gregory Lawrence  
Cornell University

---

#### ***Meeting Room B***

Moderator: Ms. Eleanor Mathews  
Iowa State University

#### ***"Issues in Providing Information to Rural and Remote Constituencies"***

Speakers: Ms. Peggy Beavers and Mr. Ted Sibia  
National Agricultural Library  
University of California, Davis

#### ***"Sustainable Agriculture Network: An Overview"***

Speaker: Mr. Gabriel Hegyes  
National Agricultural Library

**Meeting Room D**

Moderator: Ms. Dana Boden  
University of Nebraska, Lincoln

***"Information Literacy for Extension Specialists"***

Speaker: Ms. Jodee Kawasaki  
Montana State University

***"Meeting the Information Needs of the Front Line Information Providers"***

Speaker: Ms. Patricia Wilson  
University of Kentucky

**Noon - 2 pm LUNCH**

***Ballroom A Left***

***Business Meeting and Committee and Interest Group Reports and Pre-conference Report***

**2 - 4 pm FOCUS SESSION**

***Auburn Library Auditorium***

Moderator: Ms. Amy Pastor  
Pennsylvania State University

***"University Outreach in the 21st Century"***

Speaker: Dr. Ann E. Thompson, Associate Provost and Vice President for Extension and Director Alabama Cooperative Extension Service, Auburn University

***"Information to the People: Cooperation Between the Library and Agricultural Extension"***

Speaker: Ms. Antoinette P. Powell, Director Agriculture Library University of Kentucky

***"Beam Me Up Scottie!: New Trends in Pioneer Hi-Bred International's Communications with Rural America"***

Speaker: Ms. Willonja Goers, Director Software Services & Broadcast Information Pioneer Hi-Bred International

**5 - 8 pm**

**OUTDOOR BARBECUE ON THE LIBRARY LAWN**

Jazz entertainment



## **USAIN '93 SPONSORS**

---

**Auburn University Library**

**Cargill Information Center**

**EBSCO Subscription Service**

**The Haworth Press, Inc.**

## **USAIN '93 EXHIBITORS**

---

**Auburn University Office of  
Information and Research**

**BellSouth**

**CAB International**

**Plant Genome Research Center**

**SilverPlatter**

**SOLINET**

**USDA, National Agricultural Library**

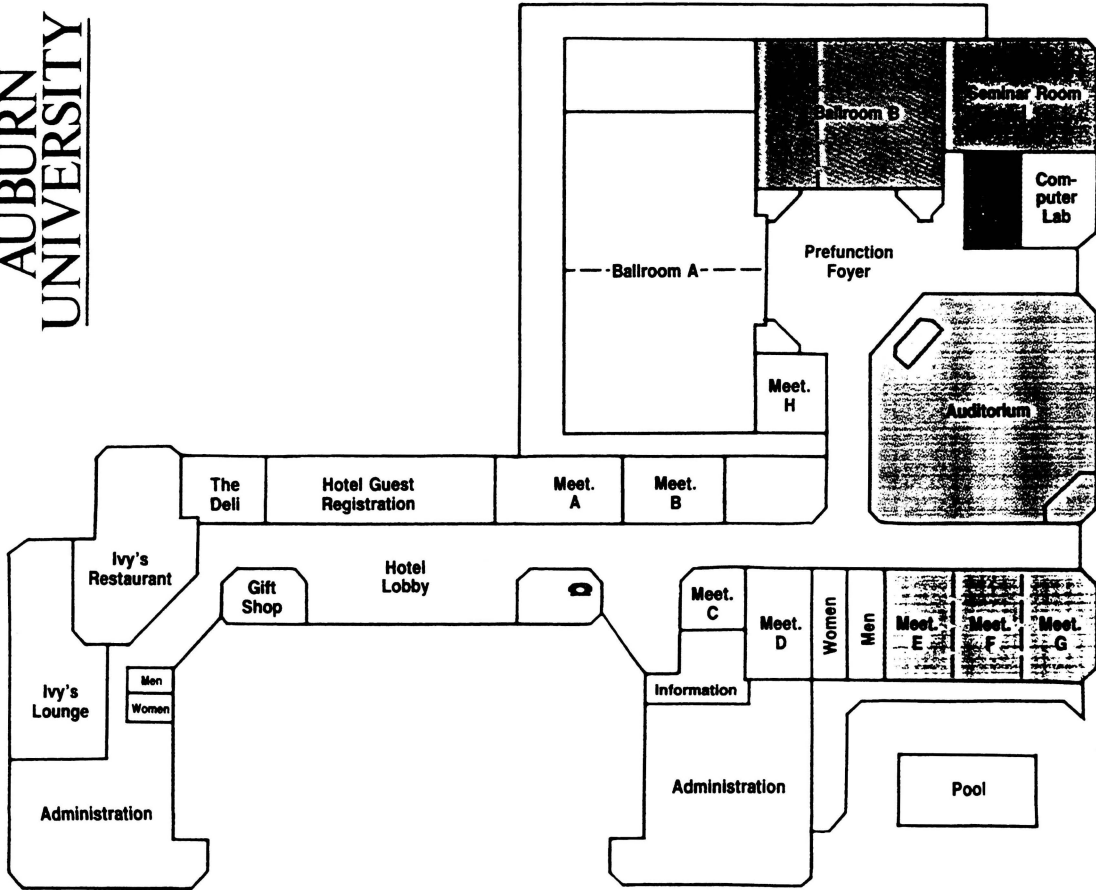
**For your convenience, the following are available for your use:**

- Computer
- E-Mail
- Fax
- Business Desk

**Please contact Sheri Downer for information.**



**AUBURN  
UNIVERSITY**







# PROGRAM CHANGE

**Friday, October 29:**

**2 - 3 pm**

**Plenary Session**

***Auditorium***

**Moderator:**

**Mr. Richard Rohrer  
University of Minnesota**

***"Government and the Superhighway"***

**Speaker:**

**Mr. Larry Williams  
Special Assistant to the Under Secretary  
National Telecommunications Information Administration**

