



2003 USAIN CONFERENCE

*Agricultural Information
for the New Millennium:
New Crops, Biotechnology,
and Saving the Past*

April 25 – 28, 2003

**Chancellor Hotel & Convention Center
Champaign, Illinois**



*University of Illinois at
Urbana – Champaign
Library*

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WELCOME TO THE 2003 USAIN CONFERENCE

Welcome to the Eighth USAIN Conference!

Welcome to Champaign-Urbana (or, as the locals refer to it, Chambana), the home of MOSAIC (the forerunner of Netscape), Allison Krauss, Roger Ebert, Bonnie Blair, Erika Harold (Miss America), HAL (2001 Space Odyssey), REO Speedwagon, and the “Silicon Prairie”. Chambana is also the former home of Dee Brown, UIUC Agriculture Librarian (1948 – 1973) and author of “Bury My Heart at Wounded Knee”. Thirteen years ago the University of Illinois at Urbana-Champaign hosted the first USAIN Conference, which was attended by 105 participants.

While you are here, I hope you take advantage of the wonderful program the Conference Organizing Committees have put together on “Agricultural Information for the New Millennium: New Crops, Biotechnology, and Saving the Past”. With the two pre-conferences, noted speakers, contributed paper and poster sessions, and presentations from USAIN’s Committees and Interest Groups, it might seem the learning experiences of the next few days could overwhelm you. However, USAIN is known, too, for taking advantage of the opportunity our conference gathering provides for interacting with our colleagues in the agricultural information arena. The Network is not “all work and no play”! So, while we also conduct organizational business, tour and learn of programs at the University of Illinois at Urbana-Champaign, and visit with conference exhibitors, I encourage you to also enjoy establishing or renewing friendships, envision partnerships and leave fully enriched.

Again, welcome and have a memorable conference and stay in Champaign-Urbana!

Dana W. R. Boden
USAIN President

2003 USAIN CONFERENCE ORGANIZING COMMITTEES

Program Planning	Katie Clark, Chair, UIUC Maria Porta, UIUC Susan McCarthy, NAL Carolyn O'Reilly, Monsanto Claudine Jenda, Auburn University
Local Arrangements	Pat Allen, Chair, UIUC Joe Zumalt, UIUC Laura Neugebauer, UIUC Ryan Rogers, System, UIUC Library
Pre-Conference Workshops	Allison Level, Chair, Colorado State University Robin Everly, National Arboretum Mary Ochs, Cornell University
Contributed Paper & Poster Sessions	Margaret Merrill, Chair, Virginia Tech University Sheila Merrigan, University of Arizona Nancy Duran, Texas A & M University Sharon Fujitani, California Polytechnic State University
Sponsors & Exhibits	Amy Paster, Co-Chair, Penn State Libraries Pat Allen, Co-Chair, UIUC Claudine Jenda, Auburn University Norma Kobzina, University of California – Berkeley Margaret Mellinger, University of Tennessee – Knoxville Becky Smith, UIUC
Publicity	Beth Roberts, Chair, University of Maryland Norma Kobzina, University of California – Berkeley Alesia McManus, University of Maryland Eileen Herring, University of Hawaii at Manoa Maria Pisa, National Agricultural Library
AgNIC IG	Barb Hutchinson, University of Arizona Margaret Mellinger, University of Tennessee
Agricola IG	Heather Moberly, Oklahoma State University Karl Schneider, National Agricultural Library
Collection Management IG	JoAnn DeVries, University of Minnesota Allison Level, Colorado State University
Social Issues / Rural Information IG	Margaret Merrill, Virginia Tech University Tim McKimmie, New Mexico State University
Technology Trends IG	Valerie Perry, University of Kentucky Pat Wilson, University of Kentucky
Legislative & Government Relations Cmte	Barb Hutchinson, University of Arizona Amy Paster, Penn State Libraries
Preservation Special Projects Cmte	Mary Ochs, Cornell University Joy Paulson, Cornell University
Awards Banquet	Jodee Kawasaki, Montana State University

2002-2003 USAIN EXECUTIVE COUNCIL

Dana Boden, *President*
Jodee Kawasaki, *President – Elect*
Amy Paster, *Past – President*
Eileen Herring, *Secretary – Treasurer*
Michael Esman, *NAL Representative*

Directors:

2001-2003
Katie Clark
Heather Moberly
Dana Smith

2002-2004
Patrick Brennan
Carla Casler
Alesia McManus

AWARD WINNERS

Service to the Profession Award

- ☞ **James Horsfield** (posthumously awarded) – Jim worked at the USDA and was instrumental in getting AgEcon Search up and running
- ☞ **M. Kay Mowery** – for her leadership and contributions to the Network and to agricultural information in general

Scholarship Award Winners

- ☞ **Eleanor M. Smith**, North Carolina State University Libraries, Raleigh NC
- ☞ **Sarah Williams**, Illinois State University, Normal IL



USAIN 2003 Conference
***Agricultural Information for the New Millennium:
New Crops, Biotechnology, and Saving the Past***

Chancellor Hotel & Convention Center
Champaign, Illinois
Friday, April 25th – Monday, April 28th, 2003

PROGRAM

Friday, April 25

9:00 A.M. – 6:30 P.M. **Registration**

9:00 A.M. – 2:00 P.M. **USAIN Board Meeting**
Iowa-Indiana Room

9:00 A.M. – Noon
Grange **Pre-conference Workshop I:**
***Preservation and Access Decisions for the 21st Century:
Should I film or should I scan?***

Beginning with a discussion of preservation and its role within an institution, the session will move into an examination of the various attributes of microfilm and digital technologies, the infrastructure required to support each, and the pros and cons of each technology.

Speakers: Tom Teper, Preservation Librarian, UIUC; Nuala Bennett, Interim Coordinator of the Digital Imaging and Media Technology Initiative and Project Coordinator for the Teaching with Digital Content Project, UIUC; Joy Paulson, Preservation Librarian, Cornell University

Moderator: Mary Ochs, Cornell University

Noon – 2:00 P.M. **Lunch on your own**

2:00 – 4:30 P.M.
Grange **Pre-conference Workshop II**
Bioinformatics for Librarians

What exactly is bioinformatics and what role does it play in agricultural research? This workshop will cover the following topics, with examples of applications in agricultural research:

- Overview of the concept and history
- Data types in bioinformatics
- Online bioinformatics resource and databases
- Case study of bioinformatics applications in ag research
- Important journals and literature database for bioinformatics

Speakers: Prof. Lei Liu, Director of Bioinformatics at the W. M. Keck Center for Comparative and Functional Genomics (workshop organizer) & Prof. Larry Schook, Animal Sciences Department, UIUC

Moderator: Allison Level, Colorado State University

PROGRAM

Friday, April 25

4:30 – 5:00 P.M.

Break

5:00 – 6:30 P.M.

Grange

Vendor Updates

- CABI: *What's new with CABI: joining the past with the future* – Patricia Neenan
- BIOSIS: *BIOSIS databases – You'll be surprised what's in there – Turn information into knowledge* – Myra E. Shields
- ISI: *Web of Knowledge, v. 2: Simultaneous searching of Web of Science, CAB Abstracts, and BIOSIS* – Brian McDonough

6:30 – 9:00 P.M.

Midwest Ballroom

Opening Reception (sponsored by CABI)

USAIN President Dana Boden will give a welcoming address at about 7 P.M.

Saturday: April 26

7:30 A.M. – 5:00 P.M.

Registration

7:30 – 8:30 A.M.

Alumni Room

Breakfast buffet (sponsored by CABI)

8:30 – 8:40 A.M.

Grange

Welcome: Paula Kaufman

University Librarian, University of Illinois at Urbana-Champaign

Introduced by Pat Allen, UIUC

8:40 – 10:00 A.M.

Grange

Keynote Speaker: Dr. Eric Sachs

Director of Scientific Affairs, Monsanto

Introduced by Katie Clark, UIUC

The Benefits and Risks of Biotechnology-derived Crops: Decide for Yourself

Dr. Sachs will review the economic and environmental impacts of crops developed with biotechnology, the rigorous regulatory systems that ensure the safe use of these crops, and the ways in which biotechnology is being applied to increase both the quality and quantity of food produced throughout the world. Along the way, he will explain the concerns and fears, and provide you with a foundation of information to enable you to weigh the risks and benefits for yourself.

10:00 – 10:20 A.M.

Break

PROGRAM

Saturday, April 26

10:20 A.M. – Noon
Grange

AgNIC Interest Group

Five presentations involving multiple speakers. There will be time for short discussions following each presentation.

Conveners: Margaret Mellinger, University of Tennessee & Barbara Hutchinson, University of Arizona

Introductions: Amy Paster, Penn State Libraries

AgNIC Strategic Plan Report: Alesia McManus, University of Maryland Libraries

Part I: "The AgNIC Model for Collaborations in Technical and Content Development"

- *AgNIC Portal Update* - Tim Lynch, AgNIC Technology Analyst, National Agricultural Library
- *Content Development* - Barbara Hutchinson, University of Arizona

Part II: "Extending AgNIC's Reach"

- ~~*Virtual Reference*~~ - Jean Gilbertson, University of Wisconsin - Madison
- *E-Extension* - Randy Heatley, Michigan State University
- *Fundraising* - Melanie Gardner, National Agricultural Library & Barbara Hutchinson, University of Arizona

Noon – 1:45 P.M.
Alumni Room

Lunch

Luncheon Speaker, Prof. Brian Wansink

Professor in the Departments of Marketing, Nutritional Science, and Agricultural and Consumer Economics, UIUC

Introduced by Katie Clark, UIUC

What's in a Name?

How Small Things Make Big Differences to Consumers

Consumers are often not aware of how small factors, such as names and signs and shapes, influence how we evaluate a product and even how much we eat or drink. Professor Brian Wansink will show how seemingly "rational" consumers are unknowingly influenced by small things and what can be done to make them more informed.

Prof. Wansink is the founder and Director of the Food and Brand Lab, which investigates why consumers buy what they buy and eat what they eat. He has appeared on *20/20* and on *The Learning Channel (TLC)*, and his research has been reported on the front pages of the *New York Times* and *Wall Street Journal*.

PROGRAM

Saturday, April 26

2:00 – 4:00 P.M.
Grange

Concurrent Contributed Paper Sessions

Session 1 : Libraries and “Out-Reach” – Serving the World Around Us.

Moderators: Sharon Fujitani, California Polytechnic State University & Nancy Duran, Texas A&M University

- 2:00 P.M. 1.1 *University of Maryland AgNIC Gateway – Partnering to provide agricultural biotechnology information.*
Stuart Gagnon, National Agricultural Library; Alesia McManus, University of Maryland; Beth Roberts, University of Maryland
- 2:20 P.M. 1.2 *Staying on top of Agbiotech - an international perspective.*
Patricia Neenan, CABI Publishing
- 2:40 P.M. 1.3 *Social acceptability / awareness of genetically modified crops in Southeast Arkansas.*
Tracy V. Dunbar, University of Arkansas – Pine Bluff
- 3:00 P.M. 1.4 *AGORA: Access to Global Online Research In Agriculture.*
Mary Ochs, Cornell University
- 3:20 P.M. 1.5 *Partnering for phytomedicine research.*
Carla Long Casler, Arid Lands Information Center, University of Arizona
- 3:40 P.M. 1.6 *Effective communication teaching methods in technology transfer in Nigeria: sweet potato processors experience.*
Stella O. Odebode, Ph.D., Dept. of Agricultural Extension and Rural Development, University of Ibadan, Nigeria

2:00 – 4:00 P.M.
Alumni Room

Session 2: Libraries and “In-reach” – Taking a Look at How We Do What We Do.

Moderators: Margaret Merrill, Virginia Tech University & Sheila Merrigan, University of Arizona

- 2:00 P.M. 2.1 *Dynamics of agriculture subject guides usage at KSU Libraries.*
Mohan Ramaswamy, Kansas State University
- 2:20 P.M. 2.2 *Entomology faculty publications as a source of information for collection development: a case study at the University of Arkansas.*
Luti Salisbury, University of Arkansas
- 2:40 P.M. 2.3 *Indexing of the 2002 core agriculture serials.*
Jodee Kawasaki, Montana State University
- 3:00 P.M. 2.4 *Establishing a core list of journals for forestry: a citation analysis.*
Paul Kelsey and Tom Diamond, Louisiana State University
- 3:20 P.M. 2.5 *Libraries stuck in the middle: reactive vs. proactive responses to the science journal crisis.*
Claudine Jenda, Auburn University, and Elaine Nowick, University of Nebraska
- 3:40 P.M. 2.6 *Fairy rings grow slowly: The Turfgrass Information Center, not-for-profit alliances and an endowment campaign.*
Pete Cookingham, Turfgrass Information Center, Michigan State University

PROGRAM

Saturday, April 26

4:00 – 5:00 P.M.
Illiniwek

Contributed Poster Sessions

Posters will be viewable throughout the conference; presenters will be available for consultation during this one hour period.

1. *Food safety information: using the Internet to capture the past and present for the future.*
Yvette Alonso, National Agricultural Library
2. *Tools for plant biology research – preparing a poster for an institutional research day.*
Ruth Lewis, Washington University
3. *Agricultural sciences manuscripts and archives: major repositories in U.S. agriculture, forestry, and rural life.*
Mary Ochs, Cornell University
4. *The HEARTH: Home Economics Archive: Research, Tradition and History.*
Mary Ochs, Cornell University, and Mary Cassner, University of Nebraska
5. *Providing access to cooperative extension materials.*
Althea Aschmann, Virginia Tech University
6. *Creative partnering promotes cooperative collection building.*
Christina M. Desai, Southern Illinois University; Sarah George, Illinois Wesleyan University; Laurie Sauer, Knox College
7. *USAIN: Consortia benefits for E-license agreements via ICLOC.*
Rebecca A. Smith, University of Illinois at Urbana-Champaign
Talk sponsored by BE Press.
8. *Building a western regional rangelands web resource: An AgNIC initiative.*
Barbara Hutchinson (UA); George Ruyle (UA); Mike Haddock (KSU); Jodee Kawasaki (MSU); Tim McKimmie (NMSU); Michael Haseltine (UA); Carla Casler (UA); Doug Jones (UA); Jeanne Pfander (UA); Marianne Brache (UA); & Sheila Merrigan (UA)
-- Affiliation codes: - University of Arizona (UA), Kansas State University (KSU), Montana State University (MSU), and New Mexico State University (NMSU)
9. *New growing method of agricultural plants in extreme conditions.*
Mukhammadzakhirab Ismanov, Tashkent State Technical University, Uzbekistan, and Fulbright Scholar, Arkansas State University--Pine Bluff.

Saturday Evening

Time on your own.

Those who requested tickets during pre-registration for one of the Saturday evening performances at the Krannert Center for the Performing Arts should meet in the hotel lobby at 5:45 P.M. for a ride to Timpone's Restaurant and the Krannert Center.

Note: 5:00-6:00 P.M.

Those involved in planning the 2005 USAIN Conference should meet in the Hotel Lobby with Toni Greider.

PROGRAM

Sunday, April 27

7:30 – 8:30 A.M.
Alumni Room

Breakfast buffet (sponsored by CABI)

8:00 A.M. – 5:00 P.M.

Registration

8:30 – 10:00 A.M.
Grange

Preservation Special Project Committee: Update

As more and more libraries move to "online only" for their electronic journals, we need to consider how to adapt the *National Preservation Plan for Agricultural Literature* to address the need to preserve last print copies of key agricultural material. Whether you work in Reference, Collection Development or Preservation, come hear an update on this and other key preservation issues, and participate in break-out discussion groups to help create a USAIN action plan on this important topic.

Conveners: USAIN Preservation Committee Co-Chairs, Mary Ochs & Joy Paulson, Cornell University

10:00 – 10:20 A.M.

Break

10:20 – 11:30 A.M.
Grange

Collection Management Interest Group

The Collection Management Interest Group invites you to join the discussion as we focus on the opportunities and challenges of establishing connections with academic and research scholars, publishers, and professional societies. These connections enable us to cooperate and form partnerships that expand our mutual ability to provide access to information. This will be an informal roundtable discussion that will give the participants a means of sharing ideas and experiences and for developing the contacts for potential collaborative projects.

Facilitators: JoAnn DeVries, University of Minnesota & Allison Level, Colorado State University

11:30 A.M. – Noon
Grange

National Agricultural Library Update

Peter Young
Director, National Agricultural Library

Noon – 1:15 P.M.
Alumni Room

USAIN Business Meeting & Light Buffet Luncheon

Chaired by USAIN President, Dana W. R. Boden, University of Nebraska – Lincoln

PROGRAM

Sunday, April 27

1:30 – 3:00 P.M.
Grange

Technology Trends Interest Group

New Technologies in USAIN Libraries: a panel presentation.

Our librarians are on the cutting edge of new technologies. Come and learn about our members' experiences with the ENCompass search interface, SFX servers, Metalib, and virtual and chat reference.

Conveners: Pat Wilson & Valerie Perry, University of Kentucky

Moderator: Valerie Perry, University of Kentucky

- *ENCompass Search Interface and Virtual Reference*
Mike Haddock, Kansas State University
- *ENCompass Search Interface and Chat Reference Services*
Nan Hyland, Cornell University
- *SFX and Metalib*
Allison Level, Colorado State University
- *Virtual Reference, Metalib and the SFX Server*
Alesia McManus, University of Maryland

3:00 – 3:20 P.M.
Illiniwek

Break

3:20 – 5:00 P.M.
Grange

Legislative and Government Relations Committee

The Strategies, Tactics, and Tools to Communicate Your Message: a panel discussion.

For any advocacy or lobbying program to be effective, an organization must develop a network of advocates who can communicate effectively with internal and external audiences. This session will focus on techniques for gaining support for agricultural information programs.

Facilitator: Ann-Marie Adams, Assistant Director, Office of Government Affairs, Cornell University

Presenters: Cathann Kress, Director of Youth Development, USDA/CSREES; & Helene Dillard, Director, Cornell Cooperative Extension and Chair, Plant Pathology Department, Cornell University.

6:30 – 9:00 P.M.
Alumni Room

USAIN Awards Dinner

Moderated by Jodee Kawasaki, USAIN President-Elect & Chair, USAIN Awards and Honors Committee, Montana State University

PROGRAM

Monday, April 28

7:30 – 8:30 A.M.
Alumni Room

Breakfast buffet

8:00 – 9:00 A.M.

Registration

8:30 – 10:00 A.M.
Grange

Agricola Interest Group

Agricola Analysis Project and the Cooperative Indexing Project: A panel presentation in two parts.

The background, methods, and current status of these two projects will be reviewed, with time for participation and discussion.

Convener: Heather Moberly, Oklahoma State University & Karl Schneider, NAL

- *Agricola Analysis Project*
Carla Long Casler, University of Arizona, Heather K. Moberly, Oklahoma State University & Karl Schneider, NAL
- *Cooperative Indexing Project*
Mike Esman, NAL & Carla Long Casler, University of Arizona

10:00 – 10:20 A.M.

Break

10:20 A.M. – Noon
Grange

Social Issues / Rural Information Interest Group

Cooperative Extension, Libraries, and Economic Development -- What are the connections?

Cooperative Extension around the United States is actively involved in a variety of economic development initiatives. This is particularly true in rural counties, many of which are economically depressed. Most public libraries provide some support for entrepreneurial activities in their areas, but very few work directly with the Extension Service to promote economic development. This panel will look at examples of Extension projects in economic development and explore ways in which libraries, especially the Land-Grant Libraries, can become involved in or support Extension's economic development programs.

Moderator: Margaret Merrill, Virginia Tech University

Presenters: Sheila Merrigan, Cooperative Extension, University of Arizona; Karl Schneider, NAL; Althea Aschmann, Virginia Tech University; & Margaret Merrill, Virginia Tech University

Noon – 1:30 P.M.
Alumni Room

Light buffet lunch.

PROGRAM

Monday, April 28

1:30 P.M.

Bus to UIUC Campus Meet in the hotel lobby.

2:00 – 5:00 P.M.

Tours of UIUC Facilities

All tours will depart from the ACES Library.

- *Funk Library of Agricultural, Consumer, and Environmental Sciences (ACES Library)*

Tour the newest library at the University of Illinois Urbana-Champaign Campus, dedicated in October, 2001

<<http://www.library.uiuc.edu/agx/>>.

After touring the ACES Library, join a short tour to see some research in progress in a greenhouse, and to walk by the famous Morrow Plots. The Morrow Plots were developed by George Espey Morrow, the first dean of the UIUC College of Agriculture (1878). The Morrow Plots were the first continuous experiment in crop rotation in the U.S. and are still under continuous rotation. They are located less than a block from the ACES Library.

- *National Soybean Germplasm Collection – Maize Genetic Cooperation Stock Center and Bus Tour of Campus*

Hear a short presentation about this special collection of genetic resources and go for a short tour of the Center.

<<http://www.ars-grin.gov/npgs/urbana.html>>

Since the Center is located a mile or so from the ACES Library, you will board a bus at the ACES Library for the Germplasm Center, and, on the way back to the Library, get a drive-by bus tour of the UIUC campus.

- *W.M. Keck Center for Comparative and Functional Genomics*
Part of the Biotechnology Center at UIUC, tour the three service units of the Keck Center and hear short overviews by the directors of these units: the Functional Genomics Unit, the High-Throughput Sequencing and Genotyping Unit and the Bioinformatics Unit. <<http://www.biotech.uiuc.edu/>>

5:00 – 7:00 P.M.

Closing reception

Held in the Agricultural, Consumer and Environmental Sciences Library.

7:00 P.M.

Bus back to the hotel

SPEAKER BIOGRAPHIES

(in the order of their appearance on the program)

Tom Teper – Preservation Workshop

Preservation Librarian, UIUC
TTeper@staff.uiuc.edu

Tom Teper is the Head of Preservation at the University of Illinois at Urbana-Champaign Library. Currently he is engaged in establishing the institution's first centralized preservation and conservation program. Prior to joining the University of Illinois, Tom served as the Preservation Reformatting Librarian at the University of Kentucky and managed their in-house filming operation, a position that permitted him to become familiar with agricultural literature by coordinating the institution's filming of the Kentucky Farm Bureau News. Tom also worked for two-years at the United States Holocaust Memorial Museum before attending graduate school.

Tom holds a B.A. in History from the College of Wooster and an M.L.I.S. from the University of Pittsburgh's School of Information Science.

Nuala Bennett – Preservation Workshop

Visiting Special Projects Librarian & Interim Coordinator of DIMTI, UIUC
nabennet@staff.uiuc.edu

Nuala A. Bennett is currently the Interim Coordinator of the Digital Imaging and Media Technology Initiative (DIMTI) at the University of Illinois. She is also the Project Coordinator for the Institute of Museum and Library Services-funded project, Teaching with Digital Content, at the University of Illinois. She is a co-Principle Investigator on two additional Institute of Museum and Library Services-funded projects, the Collection Registry Project and the Metadata Repository Project, and on the Illinois statewide digitization training project, Beyond the Basics.

Nuala holds a B.A. from Trinity College, Ireland, in Computational Linguistics and an M.S. from the Graduate School of Library and Information Science at the University of Illinois.

Joy Paulson – Preservation Workshop

Collection Development and Preservation, Cornell University
JP243@cornell.edu

Joy Paulson is the Preservation Librarian at the Mann Library, Cornell University. Besides traditional preservation responsibilities, she plays a central role in digital library reformatting projects and participates on committees and advisory boards at Cornell that develop digital imaging and digital preservation projects, policies, and services. Two of the major digital projects she has worked on are the Core Historical Literature of Agriculture (CHLA) project and the Home Economics Archive: Research, Tradition, and History (HEARTH) project. With Mary Ochs, she directs the USAIN Preservation Project.

Before coming to Cornell, Joy was with the University of Michigan Preservation Division for 9 years, and from 1994-1999 she was the Head of Reformatting and Replacement Services. She managed numerous microfilming projects and played a central role in both of the Making of America projects at Michigan.

Lei Liu – Bioinformatics Workshop

Director, Bioinformatics Unit of the W.M. Keck Center for Comparative and Functional Genomics
University of Illinois at Urbana-Champaign
LeiLiu@uiuc.edu

As the founding director of the Bioinformatics Unit, Dr. Liu joined the W. M. Keck Center for Comparative and Functional Genomics in 1999. Prior to coming to the University of Illinois, he worked as a postdoctoral fellow for two years at the Department of Computer Science and Engineering at the University of Connecticut, where he also received a Ph.D. in cell biology. His expertise is in the areas of comparative genomics, biological databases, and data mining.

Lawrence B. Schook – Bioinformatics Workshop

Faculty Excellence Professor of Comparative Genomics
Professor in the Departments of Animal Sciences and Veterinary Pathobiology
Faculty Fellow, National Center for Supercomputer Applications
University of Illinois at Urbana-Champaign
Schook@uiuc.edu

Professor Schook's research interests focus on functional genomics, with an emphasis on optimizing intestinal function to promote animal health and productivity. His laboratory is focused on using comparative genomics to study animal health and development across species. Ongoing studies include a functional nutritional genomics project in collaboration with Professor George Fahey. This model is exploring the changes in gene expression during growth in young dogs compared to aged animals on different diets. These studies are designed to identify pathways that lead to wellness in aged animals and how, through nutritional intervention, diseases of aged animals can be avoided or ameliorated. Professor Schook's lab is also working to establish *in vitro* gastrointestinal epithelial systems as technology platforms to study changes in gene expression during responses to pathogens. Finally, another major focus in their research program is to develop animal models based on functional genomics to study mucosal development. In collaboration with Professor Rex Gaskins, of the UIUC Department of Animal Sciences, they are developing artificial intestinal crypts using microtechnology and laser capture microscopy to explore gene expression of individual cells as they differentiate from the crypt stem cells. This will allow them to identify regulatory signals from nutritional sources and endogenous microbiota promoting epithelial differentiation.

Professor Schook received his B.A. from Albion College, his Ph.D. in 1978 at the Wayne State School of Medicine, and held Postdoctoral Fellowships at the Institute of Clinical Immunology, Berne Switzerland and the University of Michigan. Professor Schook has been at the University of Illinois since 1986.

SPEAKER BIOGRAPHIES

Eric Sachs – Keynote Speaker

Director, Scientific Affairs, Monsanto
Eric.S.Sachs@monsanto.com

As Director of Scientific Affairs at Monsanto, Dr. Sachs is focused on biotechnology stewardship and issues management. He joined Monsanto in 1978 and is widely known for his strong commitment to biotechnology stewardship, communications, education, and industry responsibility. He is Chairman of the Agricultural Biotechnology Stewardship Technical Committee, a coalition of biotechnology companies committed to addressing scientific issues central to responsible stewardship of agricultural systems. He regularly collaborates with university and government scientists, advocates science-based policy to regulatory agencies, and interacts with consumer media on a range of biotechnology issues and topics. He frequently participates in media outreach, focusing on issues central to biotechnology acceptance. Key areas include explaining the process of biotechnology product development and safety assessment, as well as the economic, environmental, and consumer benefits delivered by current and future technologies.

In his previous position as Business Director and Team Leader, Dr. Sachs was responsible for the development, commercialization, and global expansion of Monsanto's YieldGard Bt corn technology. Working with industry colleagues and university scientists, he has helped to achieve reasonable, practical, and science-based regulation of Bt crops that can be readily implemented in the farming community.

Dr. Sachs earned his B.S. and M.S. degrees in Botany from the University of California, Davis, and his Ph.D. in Genetics from Texas A&M University.

Brian Wansink – Luncheon Speaker

Professor of Agricultural & Consumer Economics; Professor of Nutritional Sciences; Professor of Advertising; Julian Simon Fellow, College of Business University of Illinois at Urbana-Champaign
Wansink@cba.uiuc.edu

Professor Wansink's research focuses on how and why marketing variables influence the usage frequency and volume of functional foods and packaged goods. Among his numerous publications are two in the area of biotechnology: "The consumer marketing of biotechnology," in the *Journal of Commercial Biotechnology*, and "the marketing battle over genetically modified foods: false assumptions about consumer behavior," in *American Behavioral Scientist*.

Professor Wansink is the founder and Director of the Food and Brand Lab, which investigates why consumers buy what they buy and eat what they eat. <<http://www.consumerpsychology.net>> He has appeared on 20/20 and on *The Learning Channel (TLC)*, and his research has been reported on the front pages of the *New York Times* and *Wall Street Journal*.

Professor Wansink holds a B.S. in Business Administration from Wayne State University, a M.A. in Journalism and Mass Communication from Drake University, and a Ph.D. in Marketing from Stanford University.

Peter Young – NAL Update

Director, National Agricultural Library
pyoung@nal.usda.gov

Peter R. Young was appointed Director of the National Agricultural Library (NAL) in June 2002. He leads and directs NAL's programs in the agricultural, natural, life, and related sciences, serving the US Department of Agriculture and the nation. With an annual budget of \$20 million, Young directs a staff of 250+.

Previously, from 1997 to 2002, Mr. Young served at the Library of Congress (LC) as Chief of the Cataloging Distribution Service (CDS) and as Acting Chief of the Asian Division. From 1990 to 1997 he was Executive Director of the U.S. National Commission on Libraries and Information Science (NCLIS), an independent executive branch agency advising the President and Congress on library and information service policies. Additionally, Mr. Young has held positions in national, academic, and research libraries including CL Systems, the Rice University Libraries, the Franklin and Marshall College Library, the American University Library and the Grand Rapids, Michigan, Public Library. He also served in the information industry, directing Faxon's Academic Information Services. Recent addresses include "Electronic Services and Library Performance: A Definitional Challenge" at the Fourth Northumbria International Conference on Performance Measurement in Libraries and Information Services in Pittsburgh, PA. Aug 2001.

A native of Washington, D.C., Mr. Young holds an A.B. degree in Liberal Arts (Philosophy) from the College of Wooster, Wooster, OH (1966) and an M.S.L.S. degree from Columbia University's School of Library Service (1968).

Ann-Marie Adams – Legislative Update

Assistant Director, Office of Government Affairs, Cornell University.
AMA22@cornell.edu

Ann-Marie Adams (M.S., Communication) is presently fulfilling an appointment with the National 4-H Headquarters as part of a Cooperative Service Agreement between Cornell University and CSREES. She served as the Director of Public Relations for Cornell Cooperative Extension and as Assistant Director for Cornell University's Office of Government Affairs. In these roles she established a University presence and advanced its interests with state and federal elective bodies on a variety of topics and issues of concern to Cornell, the land grant system, and to the higher education community. She assisted in the development and implementation of strategies aimed at enhancing Cornell faculty access to research programs funded by the Congress and administered by federal executive agencies.

Ms. Adams is a frequently requested workshop and conference speaker regarding such topics as organizational communication, designing and developing messages, strategic communication, and working with public officials. Ann-Marie has co-authored several published works including "Barriers and enablers to the adoption of human performance technology or If we're so smart, why aren't we rich?" and "Establishing the practices and philosophy of performance technology: What we know and what we still need to learn."

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Contributed Papers: Session 1

Saturday, 2:00 - 4:00 P.M., Grange

Libraries and “out-reach” – serving the world around us.

1.1 University of Maryland AgNIC Gateway - partnering to provide agricultural biotechnology information.

Beth Roberts, University of Maryland; Alesia McManus, University of Maryland; Stuart Gagnon, National Agricultural Library

The paper will give an overview of the University of Maryland's AgNIC Agricultural Biotechnology gateway <<http://agnic.umd.edu/>>. The overall purpose of our gateway is to provide access to high-quality agricultural biotechnology information on the Internet. Agricultural biotechnology is a controversial subject, and an issue that will be in the news with increasing frequency in the coming years.

Biotechnology may be defined as “that body of knowledge which relates to the use of organisms, cells, or cell-derived constituents for the purpose of developing products which are technically, scientifically, and /or clinically useful” [Joint Collection Development Policy Statement of the National Library of Medicine, The National Agricultural Library, and the Library of Congress on Biotechnology, 1999]. The site includes biotechnology resources as they relate to domestic animals, plants, and food processing. Types of resources included are links to portals, indexes or gateways; organizations such as government agencies, international organizations and scientific societies and associations; mailing lists and discussion groups, databases, reports and publications. Commercial sites are included if they offer free Internet resources and services.

We have set up our AgNIC site so that database content could be developed with other partners. Currently, the University of Maryland is working collaboratively on our site with the National Agricultural Library. Partners can be institutions or individuals working with us to add information in their areas of subject expertise. In order to allow for partners in distributed locations, we decided to implement an AgNIC “centroid”. We will describe how we set up the centroid and what technical and policy issues we have faced. We will also discuss the manual we are developing that would guide partners in adding content to our site.

1.2 Staying on top of agbiotech – an international perspective.

Patricia Neenan, CABI Publishing

Agricultural biotechnology is a rapidly moving field at the interface of science and commerce that operates in a constantly changing political landscape. Developments in such areas as genomics, proteomics, microarrays and molecular farming mean researchers in the public and private sector have an uphill task keeping up with developments. The attitudes of the public, government and investors to agbiotech seem likely to remain fluid into the future. The needs of end users are constantly changing, and this means that the resources offered to them need to change, too.

On AgBiotechNet, we work with universities, government research networks,

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large and small biotechnology companies, developing country research groups and donors. We're using a variety of routes to get the information to users, including individual packages and site licenses, as well as sponsorship arrangements in the developing world. When the site was first developed with assistance from the Agricultural Biotechnology Support Project (then run from Michigan State University), one aim was to build bridges between the developed and developing world, through making the developed world more aware of the biotech research that takes place in the developing world, through abstract coverage, news articles, our contact directory and reviews. At the same time researchers and policy makers in the developing world could see the research, regulatory and commercialization issues associated with biotech being played out through our coverage of what was happening in America and Europe.

There is no shortage of information on biotechnology, but sorting out reliable information from biased material and presenting it in a coherent and accessible format takes time. Our aim with AgBiotechNet is to provide an integrated resource so that users don't have to spend time and money tracking down and vetting information. We're aware that not all of our users will be familiar with the value of bibliographic databases, and we're responding by educating users to make that value more apparent, and integrating other elements that enhance that core information component.

1.3 Social acceptability/awareness of genetically modified crops in southeast Arkansas.

Tracy V. Dunbar, University of Arkansas – Pine Bluff

Genetically modified crops (GMCs) are engineered to yield gains in production efficiency. Consider, for example, crop varieties that are engineered to fit growing conditions at a particular location, that are resistant to herbicide damage or certain insects and disease, or have a more highly valued chemical composition (i.e., higher protein or iron content) (Kay and Edwards, 1999). Some of the benefits of GMCs may include increased yield, less variation in yield, improvement in product quality or reduced impact on the environment (Kay and Edwards, 1999). However, some consumers have questions and uncertainties about the risks associated with the use of GMCs. Some of these concerns are related to health and environment. There is interest in possible food safety issues resulting from bacterial residue remaining in products causing health problems. Environmental issues are related to loss of species and ecological imbalance resulting from gene manipulation. Ultimately, retailers and distributors will need a better understanding of consumer and producer attitudes about GMCs.

In this study, a focus group technique was used to collect qualitative data about the acceptance and awareness of genetically modified crops (GMCs) in Southeast Arkansas. The study involved two groups: farmers and consumers. Participants were selected from a list of stakeholders provided by the Small Farm Project Office, University of Arkansas – Pine Bluff. The Small Farm Project provides technical assistance to 250-300 small and limited resources farmers. The focus group of farmers and consumers were asked four open-ended questions designed to determine their acceptance and awareness of GMCs. Also, a close-ended questionnaire requesting demographic and socio-economic data was used. The content validity of the instruments used in the study was

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tested by a multi-disciplinary panel of experts from the University of Arkansas – Pine Bluff, University of Arkansas – Fayetteville, North Carolina Agricultural and Technical State University, and Tennessee State University. This study was administered to test the instruments of data collection, and the participation of farmers and consumers for future studies with a larger population sample.

Preliminary results of this study suggest that educational programs need to be developed about the benefits and risks of GMCs. Specifically, information is needed related to the long-term health and environmental effects of GMCs.

1.4 AGORA: Access to Global Online Research in Agriculture.

Mary Ochs, Cornell University

This paper will introduce the audience to an international initiative underway to improve access to online journals in agriculture in the developing countries. AGORA (Access to Global Online Research In Agriculture) is a collaborative project of FAO, CGIAR, the World Health Organization and Cornell University's TEEAL project, along with major scientific publishers.

AGORA is based on TEEAL (The Essential Electronic Agricultural Library) <<http://www.teeal.org>> and modeled after the World Health Organization's HINARI (Health InterNetwork Access to Research Initiative) <<http://www.healthinternetwork.org/index.php>>. The ultimate goal of AGORA is to increase the quality and effectiveness of agricultural and environmental science research in low-income countries and, in turn, to improve food security. By providing access to the scholarly literature of agriculture and environmental sciences, researchers and decision makers in developing countries will have access to the work of the global scientific community and be better able to incorporate proven scientific knowledge into their research.

AGORA will provide access to online content through a portal to be built especially for the project. The AGORA portal ultimately will fulfill the multiple information transfer functions so necessary to information delivery in the developing countries. In this first phase, AGORA will build a core platform providing access to online scientific journals in agriculture and related environmental and social sciences. The AGORA program team is working closely with publishers and agricultural database producers to build an excellent online collection of agricultural material, which will be made available either for free or at very low cost.

In order to provide reference and technical support, libraries and librarians around the globe will be enlisted. We envision a 24x7 multi-language virtual reference/technical support service with agricultural libraries around the world contributing to the service. We also envision a "train the trainer" program, where librarians throughout the developing world will receive training in the use of the system and thus be prepared to pass that knowledge along to other trainers and end-users. This aspect of the program may offer an opportunity for U.S. land grant libraries to provide assistance with AGORA.

While the possibility of obtaining access to online journals is greeted enthusiastically, some barriers to delivering online information in developing countries still exist. TEEAL undertook an Internet readiness survey in February 2002. This presentation will discuss some of the results of that study and the implications for delivery of information in the developing countries.

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We hope that, like TEEAL several years ago, AGORA will be the next program to revolutionize access to agricultural information in the developing countries. This presentation will introduce the USAIN audience to the many facets of this initiative.

1.5 Partnering for phytomedicine research.

Carla Long Casler, Arid Lands Information Center, University of Arizona

The Arid Lands Information Center (ALIC) is the Information Collection and Dissemination Unit for the Arid Lands Information Center for Phytomedicine Research (ACPRx), which received funding from the National Center for Complementary and Alternative Medicine and the Office of Dietary Supplements at the National Institutes of Health. Besides providing research support to scientists in the College of Pharmacy, the College of Medicine, and the College of Agriculture and Life Sciences at the University of Arizona, ALIC is responsible for creating the ACPRx web site to provide information to the public about ACPRx project activities and to direct consumers to reliable sources of information about herbal medicine. This paper will describe the ACPRx project and the challenges faced in finding the most effective way to support the researchers and the goals of the project.

1.6 Effective communication teaching methods in technology transfer in Nigeria: sweet potato processors experience.

Stella O. Odebo, Ph.D., Dept. Of Agricultural Extension and Rural Development, University of Ibadan, Nigeria

Agriculture is the mainstay of Nigerian economy. The welfare and the livelihood of the rural dwellers is the major concern of extension. In recent years, several efforts have been made to enhance rural development. Agricultural extension is a non-formal system of education where farmers are taught how to use new agricultural innovations to improve their economic conditions. The transfer of agricultural technological innovation is therefore essential for sustainable rural development. The choice of communication methods for extension teaching must therefore be based on the target participants, the subject matter, the steps involved in the teaching, the resources available, the teaching skills and knowledge and the teaching situations. Modern agricultural technology has contributed significantly to agricultural development. This is particularly important when it is recalled that the gap between developed and developing countries can be largely attributed to differences in the level of technological development, adaptation and transfer process. In most developed nations, there is an advanced level of technological innovations resulting in high productive capability in agriculture as well as in industry. These technologies are not often available to farmers in developing countries.

Farmers find such innovations difficult to maintain even when they are appropriate to local condition. This results in low agricultural production levels that cannot sustain the rapidly increasing population and the growing demand of the people for better living standards. Furthermore, the means of disseminating agricultural information is essential for sustainable rural development. To build a self-reliant nation, effective teaching methods are essential to educate the farmers (especially women) on the use of improved technologies. Sweet potato

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(though not popular) is one of the important root crops in Nigeria. It serves as food at home and is useful in food industry. Sweet potato can be boiled or fried. It can be made into potato crisps, potato chips, starch, alcohol, wine, flour, "gari" and animal feed.

One hundred and twenty respondents were randomly selected from 5 of the 6 geo-political zones of Nigeria (Women In-Agriculture Unit of the ADP). Respondents were asked to answer questions based on their sources of information on transfer of sweet potato "gari" and "lafun" through the three major methods of extension communication--individual method, group method, and mass media method. Results showed that the mass media method (through a farm radio program) is contributing effectively to having sustainable rural development. A major conclusion of this paper is that the use of appropriate and effective methods or a combination of the three extension methods will enhance the promotion and development of the sweet potato industry in Nigeria.

Contributed Papers: Session 2

Saturday, 2:00 - 4:00 P.M., Alumni Room

Libraries and "in-reach" – taking a look at how we do what we do.

2.1 Dynamics of agriculture subject guides usage at KSU libraries.

Mohan Ramaswamy, Kansas State University

Scanning library literature, we found that there were few studies on how online library subject guides were used. One reason may be because librarians have only recently begun to publish their subject guides online. With the start of the new millennium, agriculture librarians, like others, dynamically create, publish, and update an increasing number of subject guides. This paper proposes to analyze browse statistics as a potential source of review and evaluation of web guides.

At KSU Libraries, we felt it was germane to review the performance of these significant online resources. We analyzed the browse (web page hits) data of agriculture subject guides for three years (1999-2000 to 2001-2002). Specifically, the subject guide web pages that were selected for this study were those dealing with General Agriculture, Agronomy, Animal Sciences, Entomology, and Plant Pathology. Monthly browse statistics for these web pages were collected and tabulated in an MS Excel® spreadsheet. In order to standardize the data across different disciplines, we assumed that the corresponding user groups might have affected the number of browses per web page. Thus, the total number of the supposed user population corresponding to a subject discipline was used to standardize the respective subject guide browses.

As the first aspect of data analysis, a randomized complete block analysis was performed to analyze the variance among the mean number of browses of the different subject guides. The results were used to draw inferences about the comparative usage of agriculture subject guides. The second aspect was a study on the fluctuation of browses with respect to time. For this, monthly data were plotted on a graph. The results of both of these studies will be presented

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as part of this contributed paper.

In addition to discussing the conclusions of this study, the authors will propose their vision on the use of web guide statistics as a prospective review tool. The possible role of marketing the agriculture web pages will also be discussed. It is our hope that dialogue among USAIN participants will shed more light on the use of web browse statistics of agriculture subject guides.

2.2 Entomology faculty publications as a source of information for collection development: a case study at the University of Arkansas.

Luti Salisbury, University of Arkansas

This study analyzed the entomology faculty publication patterns for the period 1990-1998 by using articles indexed in *CAB Abstracts*, *Biological Abstracts* and *Agricola*. The objectives of this study were to determine if the library was meeting the teaching and research needs of faculty and students in this department. In particular, the study identified in which sources the faculty were publishing, which types of publications the faculty cite, and the age of material cited. The conclusion reached was that our efforts in collection development seem to provide an optimum collection for research in this discipline.

2.3 Indexing of the 2002 core agriculture serials.

Jodee Kawasaki, Montana State University

This study measures the differences among the major electronic journal article indexes' coverage of the core agricultural literature by using the core agriculture serials list and analyzing where the articles are scanned or indexed.

The initial step in this research project was to compile a core agriculture serials list by using the *Literature of the Agricultural Sciences* series edited by Wallace Olsen, et al., and published by Cornell University Press between 1991-1996.

The seven volumes in this series cover the following agriculture sub-disciplines:

- agricultural economics and rural sociology (Olsen, 1991),
- agricultural engineering (Hall, 1992),
- animal science and health (Olsen, 1993),
- soil science (McDonald, 1994),
- crop science (Olsen, 1995),
- food science and human nutrition (Brogdon, 1995), and
- forestry and agroforestry (McDonald, 1996).

Each volume includes a journal list developed through citation analysis and other bibliometric techniques to identify the most valuable literature. The 2002 core agriculture serials list was created by combining all seven lists from the *Literature of the Agricultural Sciences* series. Since the volumes were published between 1991 and 1996, the author updated the core agriculture serials list. The core list includes title changes, title splits, annuals, and any new titles from serial mergers. Some serial titles have ceased since the volumes were published; these are not included in the core agriculture serials list. A few titles appear to exist no longer. After a thorough search of the international serial reference tools, along with both the British Library catalog and OCLC's *WorldCat* database

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failed to locate these titles, they were eliminated from the core agriculture serials list. Compilation of the core agriculture serials list, including title changes, splits, cessations, and so forth, yielded 545 core agriculture serials in 2002.

This complete and updated core agriculture serials list compiled by the author is the basis for comparing the following electronic agricultural databases: *Agricola*, from the U. S. National Agricultural Library (NAL); *Biological and Agricultural Index Plus (B&AI)*, from H.W. Wilson Co.; *Biological Abstracts (BIOSIS)*, from Biological Abstracts, Inc.; *CAB Abstracts*, from CAB International; *Cambridge Scientific Abstracts* from CSA; *Food Science and Technology Abstracts (FSTA)*, from International Food Information Services; and *Science Citation Index Expanded*, also known as the *Web of Science (WoS)* from ISI.

The results may be a consideration for producing comprehensive literature search results or for collection development interests. This study may answer the following questions:

- If an institution can afford only one index, which one has the most comprehensive coverage of the core agricultural literature?
- Which index will provide the most information to our end users?
- What do differences in coverage among the various indexes mean to the searcher, be they a student, farmer, researcher, politician or librarian?

2.4 Establishing a core list of journals for forestry: a citation analysis.

Paul Kelsey and Tom Diamond, Louisiana State University

Citations of articles published from 1990-2002 of faculty teaching at selected southern universities were counted and analyzed to form a core list of the most highly cited journals for the field of forestry. The core list of journals was compared to the list of primary forestry serials compiled by the Cornell Core Agricultural Literature Project. Core lists were also developed for professors, associate, and assistant professors, and citation differences among the three groups were analyzed. The study also categorized the journals cited by *Agricola* Subject Codes, and provides the total percentage of publications appearing in journals assigned forestry codes and the percentage published in non-forestry journals. The study revealed that interdisciplinary journals play a significant role in the research conducted by forest science faculty. The analysis also provides a list of the citing journals containing the most publications from faculty chosen for the study. The contributed paper will present the results of the study and summarize the methodology used in the analysis. The methodology can be applied to establish core journals in other areas of the agricultural sciences. The core list from our citation study will be submitted to Carla Casler for possible inclusion in the Forestry Journal List portion of the *Agricola* Analysis Project. The authors have submitted the study to *College & Research Libraries* for publication.

The primary purpose of this study was to establish a current core list of the most highly cited forestry journals for use as a collection development tool. The citation study analyzed publications of forestry faculty from the following universities in the southern United States: University of Georgia, Mississippi State, Auburn University, Texas A&M, Stephen F. Austin University, Louisiana State University, and the University of Florida. The authors randomly selected half of the faculty from each university from each of the following academic ranks: assistant professor, associate professor, and full professor. The authors

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selected members listed as forestry faculty in tenured/tenure track positions. Extension and experiment station faculty were included if listed as faculty members within the forestry department. Faculty members were selected without regard to their primary area of research. Affiliate faculty, visiting scholars, emeritus professors, and members holding joint appointments were excluded from the study. The authors then conducted literature searches for each faculty member in *Web of Science*, *CABDirect*, and *Agricola*, and also examined the lists of publications posted on faculty web sites. The study examined faculty publications spanning from 1990–2002. The core list of the most highly cited journals was established by counting 15,800 citations.

Journal titles taken from citations from each publication were tabulated in an Excel spreadsheet. The study excluded annual proceedings, transactions, symposia, annals, monographs (including theses and dissertations), conferences, monographic series, and irregular publications. USDA publications and experiment station/extension publications were also excluded. *WorldCat* and *Ulrich's* were used to verify journal titles. Articles appearing in *Agricola* and *CABDirect* but not in *Web of Science* (or in the case of cited references not appearing in *Web of Science*) were either ordered through Interlibrary Loan or located at the LSU Libraries. Separate spreadsheets were maintained for each of the three faculty ranks (assistant, associate, full professor). The core list combined the most highly cited journals from all three of the faculty ranks. *JCR* impact factors were provided for journals appearing in the core list. The authors consulted *Agricola* to determine the assignment of Subject Codes for the journals cited in the study.

2.5 Libraries stuck in the middle: reactive vs proactive responses to the science journal crisis.

Claudine Jenda, Auburn University, and Elaine Nowick, University of Nebraska
We are in the midst of a revolution in how scientific information is disseminated. Times of rapid change can also provide windows of opportunity. We have a chance to re-examine the role of libraries in the scholarly communications process, to explore other models of how scientific information can be distributed, and to reposition ourselves as major players in the process. Libraries have an option to take on more of the responsibilities of publication that have been left to learned societies and commercial publishers, in the past. This opportunity is driven by two major factors, a carrot and a stick. The carrot is the World Wide Web and the ease of publishing information in an electronic format. The stick is the devastating effect that stagnant library budgets and inflation in journal prices have had on library collections.

The steps of the Knowledge Cycle are: Creation, Production, Diffusion, Organization, Utilization, and Evaluation. The traditional role of libraries in the knowledge cycle is at the stage of organization; publishers were responsible for diffusion of print materials. We can take a reactive stance and continue our traditional role. Under this scenario we will have to pay increases in subscription costs and either find additional sources of funding or shrink the number of titles available to our patrons. Another option is to take on more of the responsibilities for the diffusion process. When we were dealing primarily with print media, publication was a process that took a considerable amount of capital for equipment, special knowledge, and a distribution network as well. Most libraries

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now have the equipment to create electronic publications and the Internet provides a ready-made distribution network. Libraries will probably continue to play the archival role for electronic publications and it would seem to be a logical step to move into publishing current journals as well. To accomplish this repositioning, libraries will need to become allies to the authors of journal articles and the editors and reviewers of those journals on our campuses.

Some libraries and library consortia are already moving in this direction. The SPARC Initiative and BioOne are consortia that are working with editors of scholarly journals to provide affordable and respectable information sources to academic institutions. Some individual libraries are also working with editors to publish online versions of journals. The University of Arizona is working with the Society for Range Management to provide online access to the *Journal of Range Management*. In this paper we will present information about the experiences of libraries and journal editors who have chosen to publish their journals online without the assistance of commercial publishers. Questions to be answered include: the institutional commitments required in terms of equipment and staff, establishing a reputation, costs associated with start-up, ongoing budget concerns, and any unexpected hurdles.

We will also discuss steps that librarians who may not be prepared to enter the publishing business can do to respond to journal cost increases. These include working to educate publishers about library issues. By speaking as a group through our professional societies our words may carry more weight than when we speak as individuals or even as separate institutions. We can support those editors who have left big commercial publishing houses to publish their journals independently by subscribing to their journals. The key to success in changing the publishing milieu is in the cooperation of the creators of knowledge, our research faculty. We need to communicate our issues to them informally and through workshops. Their expertise as researchers and authors and their prestige as reviewers give a great deal of the reputation to those well-respected but extremely expensive journals.

2.6 Fairy rings grow slowly: The Turfgrass Information Center, not-for-profit alliances and an endowment campaign.

Pete Cookingham, Turfgrass Information Center, Michigan State University

Since beginning as a cooperative project of the Michigan State University Libraries (MSUL) and the Turfgrass Research Program of the United States Golf Association (USGA) in 1984, The Turfgrass Information Center and its flagship database, the Turfgrass Information File (TGIF), have continued to grow and diversify. With roots clearly reflecting an initial emphasis on primary research-reporting literature, particularly poorly-collected grey literature sources, the database now indexes and links to all levels of the turfgrass science and management literature, whether online or offline. Initially launched as a subscription-based dataset, the Center and the MSU Libraries look forward to the day when TGIF will be made available to any interested users via the web. An endowment campaign, now underway, seeks to stabilize long-term funding for the Center, and at the same time expand the scope-of-coverage of indexed materials, and, particularly, provide a framework for cooperative full-text and enhanced-content activities. At present, several archive serial runs are being loaded in scanned-image format, along with hosting the first electronic turfgrass

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journal. All such launches are joint projects with outside organizational cooperators, and all include increasing levels of integration with the bibliographic file (TGIF) itself. Other original content, including scanned images, digitized video, scanned plans, etc., is also being made available on a project-by-project basis. A current project features published and unpublished content generated by individual members of the American Society of Golf Course Architects (ASGCA), which includes directory-like lists and links, biographical and descriptive content, scanned architectural plans, and digitized video interviews. The MSU Libraries are hopeful that making the index and supporting content, when cooperators are willing to provide such content, available to the world-at-large, will mean that "one piece of the puzzle" of the mosaic of sub-disciplines within agriculture and natural resource management, will be done well and fully, regardless of geography of content origin or use.

Contributed Posters

Saturday, 4:00 – 5:00 P.M., Illiniwek

P1. Food safety information: using the internet to capture the past and present for the future.

Yvette Alonso, National Agricultural Library

The National Agricultural Library's collection of food safety information is currently being enhanced and preserved in three programs, the Food Safety Research Information Office (FSRIO), the Foodborne Illness Education Information Center (FIEIC) and the Food Safety Training and Education Alliance (FSTEa). These programs capture and preserve food safety information through established partnerships with government agencies and professional associations through the use of web sites and databases that are used by the food safety community to archive documents, teaching materials and scientific abstracts.

P2. Tools for plant biology research—preparing a poster for an institutional research day.

Ruth Lewis, Washington University

Complexity and power of library resources are increasing. At the same time the Internet makes many researchers feel they have all that power at their fingertips and don't have much to learn in the library. Reaching out within the curriculum does not work as well for graduate students and postdocs as for undergraduates. I have a tough time getting graduate students and other researchers to attend workshops or other sessions about library resources, so I'm always looking for other ways to reach out. This poster was prepared for a Plant Biology Retreat and presented among posters about ongoing research at Washington University in St. Louis. I will be able to discuss how that poster session within the institutional research forum went, as well as well as my experiences with creating a poster using PowerPoint. I hope to collaborate with you at the poster session by collecting your ideas about other outreach and teaching strategies.

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P3. Agricultural Sciences Manuscripts and Archives: major repositories in U. S. agriculture, forestry, and rural life.

Mary Ochs, Cornell University

The Agricultural Sciences Manuscripts and Archives database was created by staff at Mann Library at Cornell University. It provides assistance in locating major repositories of agriculturally related archival materials, and in gaining an understanding of repository holdings. At this time, finding and learning about the contents of agriculturally related archives and manuscripts collections can be a cumbersome and time consuming process. This online compilation is intended to assist researchers and historians who use primary materials for the study of agriculture, food, forestry, and rural life in the United States.

P4. The HEARTH (Home Economics Archive: Research, Tradition and History).

March Ochs, Cornell University, and Mary Cassner, University of Nebraska

The HEARTH (Home Economics Archive: Research, Tradition and History), formerly known as the Core Historical Literature of Home Economics, is a digital library for historical print material in home economics and related disciplines. It contains the searchable full-text of over 1500 volumes in subject areas, such as clothing and textiles, child development, and home management, among others. It was developed at Mann Library over the past two years with the support of an IMLS National Leadership Grant.

P5. Providing access to Cooperative Extension materials.

Althea Aschmann, Virginia Tech University

Cooperative Extension publications are issued in all 50 states. Many of them are ephemeral in nature, but are of value to the public. Land grant universities are obligated to publish and make them available. Providing access via library catalogs is a challenge because of the sheer volume of the materials. However, there are several alternatives. Collection level records make sense for some types of materials, such as collections of 4-H forms. Individual records make sense for substantial publications. Some publications may be treated as serials or integrating resources. Registers and finding aids can help users find needed information. This presentation will explore some of the various alternatives for providing access to these important resources, and possible paths for the future of accessible extension resources.

P6. Creative partnering promotes cooperative collection building.

Christina M. Desai, Southern Illinois University at Carbondale; Sarah George, Illinois Wesleyan University; Laurie Sauer, Knox College

Through a grant from the Illinois Cooperative Collection Management Program, nine libraries are working together to create new tools for assessing, building, and sharing their collections in environmental studies, sustainable agriculture, soil science, renewable energy, forestry, and forest products. The tools include a web page for novice collection developers, an analysis of relevant subject headings for these multidisciplinary areas, and a Journal Performance Indicators study, to produce a shared list of core journals in these fields.

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P7. USAIN: Consortia benefits for E-license agreements via ICLOC.

Rebecca A. Smith, University of Illinois at Urbana-Champaign

The International Coalition of Library Consortia (ICLOC) is a volunteer group of librarians who represent consortia that are formalized (such as OhioLINK) or are strictly volunteer (such as USAIN). This poster session explores the possibility of USAIN as a consortium and sending representatives to the ICLOC meetings. Information about the structure and the benefits of ICLOC meetings to USAIN will be given.

P8. Building a western regional rangelands web resource: An AgNIC initiative.

Barbara Hutchinson (UA); George Ruyle (UA); Mike Haddock (KSU); Jodee Kawasaki (MSU); Tim McKimmie (NMSU); Michael Haseltine (UA); Carla Casler (UA); Doug Jones (UA); Jeanne Pfander (UA); Marianne Brache (UA); and Sheila Merrigan (UA)

-- Affiliation codes: University of Arizona (UA); Kansas State University (KSU); Montana State University (MSU); and New Mexico State University (NMSU).

The Agriculture Network Information Center (AgNIC) is an alliance of Land-Grant universities, the National Agricultural Library, and other organizations who are collaborating to provide Internet access to authoritative agriculture-related information. One of the newest collaborations involves twelve Western Land-Grant universities. In March of 2002, participants met at the University of Arizona to consider development of a regional rangelands web resource for AgNIC. This poster will highlight the Arizona, Kansas, Montana, and New Mexico state sites besides the regional home page available at <http://rangelandswest.org/>.

P9. New growing method of agricultural plants in extreme conditions.

Mukhammadzakhra Ismanov, Tashkent State Technical University, Uzbekistan, and Fulbright Scholar, Arkansas State University--Pine Bluff.

Agricultural production under extreme conditions is challenging at best. Arid areas, in particular, are susceptible to a buildup of toxic levels of salts in their soils. These salts must be removed in order to maintain agricultural productivity. Research at Tashkent State Technical University, Uzbekistan, indicates that an effective strategy for protecting crop plants from both toxic levels of salts in the soils and the loss of soil moisture is the construction of what might be termed a "soil hothouse". A layer of thin polyethylene film is placed under washed and plowed soil. The depth of the plastic layer is determined by the crop to be grown, the depth of the water table, the type of soil, etc. After seeding, the surface of the soil between the seeded rows is covered with a layer of polyethylene film. The two layers of polyethylene act as a barrier to salt intrusion, retain soil moisture, prevent soil crusting, moderate changes in soil temperatures due to extreme shifts between night and day time air temperatures. Results from field trials indicate that crops grown in extreme conditions develop faster and produce better with the use of a "soil hothouse."

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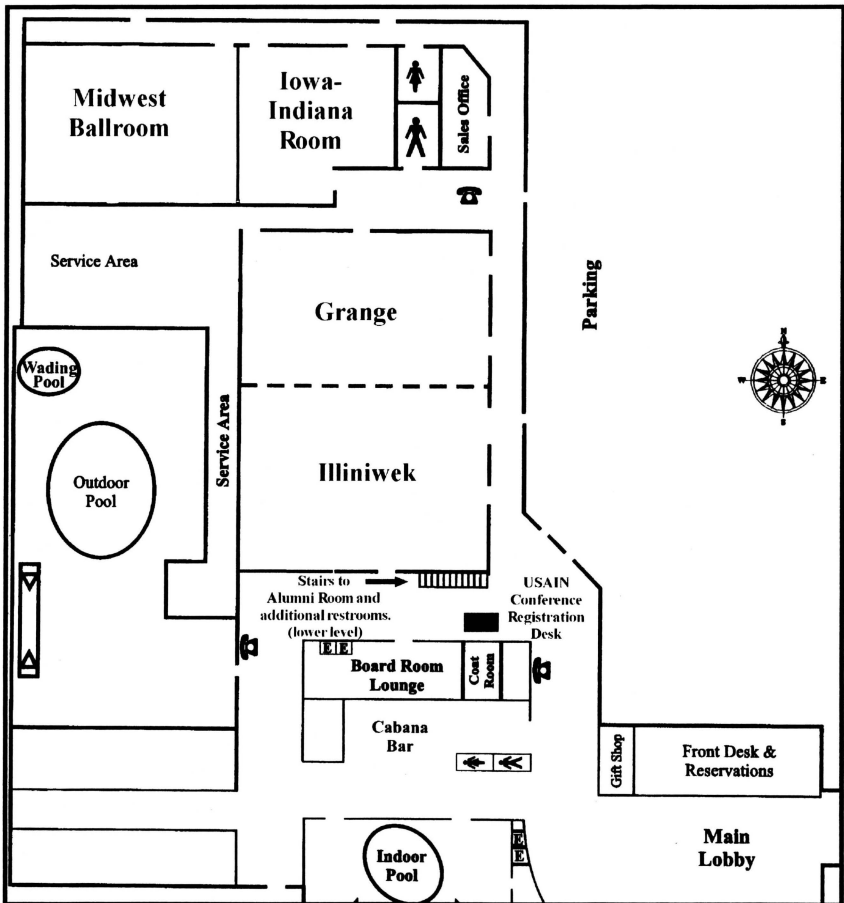
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ROOM LAYOUT AT THE CHANCELLOR HOTEL CONVENTION CENTER

The Friday evening Welcome Reception will be in the **Midwest Ballroom**.
The Friday Board Meeting will be held in the **Iowa-Indiana Room**.
The Friday pre-conferences will be held in **Grange**.

Most meals will be held in the **Alumni Room**, located on the lower level.
Most meetings will be held in **Grange**.

Break refreshments will be in **Illiniwek**.
Vendor tables will be in **Illiniwek**.
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