

RUSA BRASS MASTER SCHEDULE



Reference and User Services Association

2014 ALA ANNUAL CONFERENCE

LAS VEGAS, NEVADA

June 27 – June 30

The ALA RUSA Business Reference and Services Section (BRASS) exists to represent the subject interests of reference librarians, business information specialists, and others engaged in providing business reference/information services. BRASS seeks to serve as a medium for the sharing of information and concerns among interested librarians, publishers, and other suppliers of business information sources, and through its programs and projects to help improve the sources and techniques of business reference and information.

A WORD FROM THE BRASS CHAIR

Greetings BRASS Members!

We're excited for another annual conference filled with excellent BRASS programming. Our thanks to Chad Boeninger, Chair of BRASS Publications and Communications, for compiling this helpful schedule of BRASS events and committee meetings. Please follow BRASS-L and the BRASS Facebook page for updates. Questions? Contact Andy Spackman at andy_spackman@byu.edu

We look forward to seeing you in Las Vegas, June 27 – June 30!

*To receive BRASS-related Conference news, updates and information,
follow us on Twitter @ala_rusa #bizref*

BRASS SCHEDULE OF EVENTS

Friday, June 27, 2014	Location
8:00am – 4:00pm	
RUSA/BRASS Pre-Conference: “How Business Librarians Support Entrepreneurs” (<i>Prepaid registration required through ALA</i>)	Caesar's Palace - Pisa
3:00pm – 4:00pm	
RUSA 101: Network, Get Oriented, Get Involved	Las Vegas CC – S222
5:30pm – 7:30pm	
BRASS Member Reception sponsored by InfoGroup	Jimmy Buffet’s Margaritaville in the Flamingo Hotel and Casino (Clipper Room) 3555 S. Las Vegas Blvd.

Saturday, June 28, 2014	Location
8:30am – 10:00am	
RUSA Program: “Guideline Development for Financial Literacy Education in Libraries” (replaces Executive Committee Planning Meeting this year)	Las Vegas CC – N218
10:30am – 11:30am	
Conference Program Planning Committee 2014	Las Vegas CC - N201
1:00pm -- 2:30pm	
Business Reference in Academic Libraries Forum: “Scalability, Solutions, and Assessment”	Las Vegas CC – N111
3:00pm -- 4:00pm	
Business Reference in Academic Libraries Committee Meeting	Las Vegas CC – N101

Saturday events continued next page

BRASS SCHEDULE OF EVENTS (continued)

Saturday, June 28, 2014 <i>(cont'd from previous page)</i>	Location
4:30pm -- 5:30pm	
Business Reference Sources Committee Meeting	Las Vegas CC - N220
Education Committee Meeting	Las Vegas CC - N227
Publications & Communications Committee Meeting	Las Vegas CC - N202
Business Reference in Public Libraries Committee Meeting	Las Vegas CC-N217
Sunday, June 29, 2014	
8:30am -- 10:00am	
Business Research and Reference Services Discussion Group, and BRASS Membership Meeting	Caesar's Palace – Ocatavius 05-06
10:30 -- 11:30am	
Core Competencies Task Force Meeting	Caesar's Palace – Sienna
1:00pm -- 2:30pm	
Business Reference Sources Committee Publishers' Forum: "Hitting the Jackpot -- Sources for Local and Regional Business Information"	Las Vegas Hotel – Ballroom F
3:00pm -- 4:00pm	
Conference Program Planning Committee 2015	Las Vegas CC – N214
Membership Committee Meeting	Las Vegas CC – N217
5:00pm --6:30pm	
RUSA Awards Ceremony (including BRASS Awards)	Caesar's Palace – Florentine II-IV

BRASS SCHEDULE OF EVENTS (continued)

Monday, June 30, 2014	Location
8:00am – 8:30am	
BRASS Program Continental Breakfast sponsored by S&P Capital IQ	Las Vegas CC – S230
8:30am – 10:00am	
BRASS Program: “Mad Men: The Business of Advertising”	Las Vegas CC – S230
4:00pm – 6:00pm	
BRASS Executive Board (officers, chairs and reps)	Las Vegas CC – N101
7:00pm – 9:00pm	
BRASS Members Dinner (RSVP required. Look for details on BRASS-L)	Hash House A Go Go in The Quad/LINQ http://www.thequadlv.com/m/restaurants/hash-house-a-go-go.html

BRASS PROGRAM DESCRIPTIONS

BRASS Pre-Conference “How Business Librarians Support Entrepreneurs”

**Friday, June 27, 2014
8:00am to 4:00pm
Caesar’s Palace - Pisa**

Ready to maximize the value of your library to local entrepreneurs? This full-day workshop will address common information needs of entrepreneurs, including locating information about their market, industry, competitors and customers for both “Main Street” and technology start-ups, and which free or premium resources to use. Speakers will also discuss existing best practices in local small business support along with examples of collaboration with entrepreneurship faculty. Participants will learn what constitutes acceptable use of subscription business e-resources by entrepreneurs and how to work with vendors to avoid infringement claims. Ticketed event. Register at <http://ala14.ala.org/register-now>

RUSA 101: Network, Get Oriented, Get Involved

**Friday, June 27, 2014
3:00pm to 4:00pm
Las Vegas Convention Center, S222**

If you’re new to RUSA or are a longtime member looking for opportunities to connect with members and ways to get involved, make sure to put RUSA 101 on your calendar! Spend an hour with us on Friday from 3-4p.m. before heading off to the opening of the exhibit floor.

BRASS Members Reception

**Friday, June 27, 2014
5:30pm to 7:30pm
Jimmy Buffet’s Margaritaville in the Flamingo Hotel and Casino (Clipper Room)
3555 S. Las Vegas Blvd.**

Come network with business colleagues in a happy hour atmosphere. Reception is sponsored by InfoGroup.

**“Guideline Development for Financial Literacy Education in Libraries”
(RUSA_BRASS)**

**Saturday, June 28, 2014
8:30am to 10:30am
Las Vegas Convention Center – N218**

As part of a SPARKS! grant from IMLS, a RUSA/BRASS working team is developing guidelines and best practices for financial literacy education in libraries. The team will present the draft guidelines and best practices documents, provide a status report, and seek feedback. Team members include Kit Keller (Project Director), Chris LeBeau (Past BRASS Chair), Andy Spackman (BRASS Chair), and Elizabeth Malafi (BRASS Member at Large).

Business Reference in Academic Libraries Forum (RUSA_BRASS)

**Saturday, June 28, 2014
1:00pm to 2:30pm
Las Vegas Convention Center - N111**

Librarians discuss how they dealt with the issue of scalability applied to library instruction and reference questions. Three presenters discuss their experiences providing research assistance to large classes working on lengthy assignments. Scalability solutions included videos and the training of staff and non-business librarians to answer research questions. The fourth presenter discusses assessing the effectiveness of the one shot session.

BRASS Research and Reference Services Discussion Group and BRASS Membership meeting

**Sunday, June 29, 2014
8:30am to 10:00am
Caesar’s Palace – Octavius 05-06**

Come for a short BRASS membership meeting, followed by an open discussion about the current issues in business librarianship. We’ll get the group conversation started with a semi-structured discussion of predetermined topics. We’ll then open the floor up to participants to introduce their own topics. All attendees will be encouraged to join in this lively discussion and share their experiences, questions, and concerns.

Business Reference Sources Committee Publishers Forum

**Sunday, June 29, 2014
1:00pm to 2:30pm
Las Vegas Hotel – Ballroom F**

"Hitting the Jackpot – Sources for Local and Regional Business Information". The discussion will focus on the various types of local business information that are available through a variety of sources. Representatives from Euromonitor (Passport Cities product - localized city economic profiles and analysis on consumers); Demographics Now (US Census data); Data Planet (U S States statistical datasets); and ProQuest ABI Inform Dateline product (local and regional business journals) will be demonstrating their products specifically concerning the types of data they have for Las Vegas and Nevada in general. The end of the program will focus on questions from the audience, so come prepared to discuss problems and issues you have with locating good local business information.

BRASS PROGRAM DESCRIPTIONS (Continued)

BRASS 2014 Program “Mad Men: The Business of Advertising”

**Monday, June 30, 2014
8:00am-10:00am
Las Vegas Convention Center – S230**

Note: The session kicks off with a continental breakfast, 8:00am-8:30am, sponsored by S&P/Capital IQ. Program begins at 8:30.

Many companies spend millions on advertising their brands and products, yet data can be hard to find. Specialized sources, available at many large libraries, focus on these statistics. The information they contain can be used by business students, researchers, or the general public. In addition, media planning, a component of a company's marketing plan, will be covered. Entrepreneurs need information on placing ads (and on how much it costs); reference librarians assisting these users will find the content of the program very useful.

SPEAKERS:

Wendy Diamond

Business and Economics Librarian, California State University, Chico

Wendy Diamond has been Business & Economics Librarian at California State University, Chico since 1994. She also served as Head of Reference & Instruction Services at CSU Chico. Prior to her current position, she was a business reference & instruction librarian at UC Berkeley. She has been active in BRASS and has presented programs on marketing topics at ALA programs and on reference topics at venues around California. She is co-author of *Marketing Information: A Strategic Guide for Business and Finance Libraries* (Haworth, 2004).

Dale Skarl

Search Engine Marketing Manager, MGM Resorts International Internet Marketing & Operations

Dale Skarl is the Search Engine Marketing Manager at MGM Resorts International, a Fortune 500 company headquartered in Las Vegas. He currently serves as manager of the entire paid search program, including 67 Google and 38 Yahoo/Bing Accounts. He also manages campaigns for domestic and international brands such as Bellagio, MGM Grand, and Luxor. Prior to assuming his current role, he served as an Internet Analyst at MGM Resorts. His experience includes working as a research director for a search engine optimization company.

BRASS AWARDS

The **RUSA Awards Ceremony** will be held on **Sunday, June 29, 2014, 5:00-6:30pm** (Caesar's Palace Florentine II-IV) Come and join us as we cheer all the RUSA Awards winners, including our own BRASS Awards: All conference participants are invited to participate in this event.

Emerald Research Award

This is a \$5,000 cash award sponsored by Emerald Group Publishing for ALA members seeking support in conducting research in business librarianship.

2014 Recipient: Ilana Barnes and Tao Zhang, Purdue University Libraries

BRASS Gale Cengage Learning Award for Excellence in Business Librarianship

This \$3,000 award and citation is sponsored by Gale Cengage Learning. It is awarded to an individual who has made a significant contribution to business librarianship.

2014 Recipient: Celia Ross, University of Michigan's Ross School of Business

BRASS Business Expert Press Award

A \$1,250 cash award, sponsored by Business Expert Press, is given to a librarian who is new to the field of academic business librarianship, in order to support his or her attendance to the ALA Annual Conference.

2014 Recipient: Desirae Zingarelli-Sweet, Carrier Library of James Madison University

BRASS Gale Cengage Learning Student Travel Award

A \$1,000 cash award, sponsored by Gale Cengage Learning, is given to a student who is enrolled in an ALA accredited master's degree program, to attend the ALA Annual Conference and to receive a one-year membership in the Business Reference and Services Section (BRASS) of RUSA. The applicant should have demonstrated interest in a career as a business reference librarian.

2014 Recipient: Katharine Macy, University of Washington

For more information on BRASS awards, or to submit a nomination, please visit the BRASS website.

BRASS EXECUTIVE COMMITTEE AND COMMITTEE CHAIRS

BRASS could not exist without the dedicated members who volunteer for committees, who chair committees, and who run for BRASS offices. The BRASS Executive Committee extends a HUGE thank you to everyone who ran for elected positions. It is through your hard work and dedication that BRASS is as strong and as relevant as it is.

YOUR BRASS EXECUTIVE COMMITTEE

2013 – 2014

Andy Spackman	Chair	andy_spackman@byu.edu
Todd Hines	Vice-Chair/Chair-Elect	thines@princeton.edu
Ann Fiegen	Immediate Past Chair	afiegen@csusm.edu
Julia Martin	Secretary (2012 – 2014)	julia.martin@utoledo.edu
Elizabeth Malafi	Member-at-Large (2013– 2016)	malafie@mcpl.lib.ny.us
Rebecca A. Smith	Member-at-Large (2012 – 2015)	becky@illinois.edu
Diane Campbell	Member-at-Large (2011 – 2014)	dcampbell@rider.edu
Kathleen Kern	RUSA President (non-voting)	katkern@illinois.edu
Susan Hornung	RUSA Executive Director (non-voting)	shornung@ala.org

2014 – 2015

Todd Hines	Chair	thines@princeton.edu
Paul Brothers	Vice-Chair/Chair-Elect	pbrother@bruno.cba.ua.edu
Andy Spackman	Immediate Past Chair	andy_spackman@byu.edu
Adele Barsh	Secretary (2014 – 2016)	abarsh@ucsd.edu
Elizabeth Malafi	Member-at-Large (2013– 2016)	malafie@mcpl.lib.ny.us
Rebecca A. Smith	Member-at-Large (2012 – 2015)	becky@illinois.edu
Patricia Kenly	Member-at-Large (2014 – 2017)	patricia.kenly@library.gatech.edu
Joseph Thomson	RUSA President (non-voting)	thompson@hcplonline.org
Susan Hornung	RUSA Executive Director (non-voting)	shornung@ala.org

YOUR BRASS COMMITTEE CHAIRS 2013 – 2014

BRASS Executive Committee	Andy Spackman	andy_spackman@byu.edu
Business Expert Press Award	Kaiping Zhang	kzhang@uoregon.edu
Business Reference in Academic Libraries	Charles Allan	CA20@txstate.edu
Business Reference in Public Libraries	Ed Rossman	erossman74@yahoo.com
Business Reference Sources	Susan Hurst	hurstsj@miamioh.edu
Discussion Group	Jason Dewland	dewlandj@u.library.arizona.edu
Education	Natasha Z. Arguello	Natasha.Arguello@utsa.edu
Emerald Research Award	Elizabeth Stephan	Elizabeth.Stephan@wwu.edu
Gale Cengage Learning Award for Excellence in Business Librarianship	Mark Andersen	andersen@chipublib.org
Gale Cengage Learning Student Travel Award	Matthew Brower	Matthew.Brower@colorado.edu
Membership	Kelly S. Janousek	janousek@csulb.edu
Morningstar Public Librarian Support Award	Karen J. Chapman	kchapman@bruno.cba.ua.edu
Nominating	Mark Andersen	andersen@chipublib.org
Program Planning	Patricia Kenly	patricia.kenly@library.gatech.edu
Publications & Communications	Chad Boeninger	boeninge@ohio.edu
Vendor Relations	Chris LeBeau	lebeauc@umkc.edu
Section Review (Ad Hoc Committee)	Paul Brothers	pbrother@bruno.cba.ua.edu

YOUR BRASS COMMITTEE CHAIRS 2014 – 2015

BRASS Executive Committee	Todd Hines	thines@princeton.edu
Business Expert Press Award	Julia Martin	julia.martin@utoledo.edu
Business Reference in Academic Libraries	Charles Allan	CA20@txstate.edu
Business Reference in Public Libraries	Ed Rossman	erossman74@yahoo.com
Business Reference Sources	Ed Hahn	edwardhahn@weber.edu
Discussion Group	Emily Treptow	treptowe@msu.edu
Education	Natasha Z. Arguello	Natasha.Arguello@utsa.edu
Emerald Research Award	Leticia Camacho	leticia_camacho@byu.edu
Gale Cengage Learning Award for Excellence in Business Librarianship	Celia Ross	caross@umich.edu
Gale Cengage Learning Student Travel Award	Michael Oppenheim	moppenhe@library.ucla.edu
Membership	Andy Spackman	andy_spackman@byu.edu
Morningstar Public Librarian Support Award	Karen J. Chapman	kchapman@bruno.cba.ua.edu
Nominating	Ann Fiegen	afiegen@csusm.edu
Program Planning	Diane Campbell	dcampbell@rider.edu
Publications & Communications	Chad Boeninger	boeninge@ohio.edu
Vendor Relations	Chris LeBeau	lebeauc@umkc.edu

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