

# RUSA BRASS MASTER SCHEDULE



## Reference and User Services Association

2015 ALA ANNUAL CONFERENCE

San Francisco, California

June 26 – June 29

*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, the BRASS Facebook page, and #bizref on Twitter for updates. Questions? Contact Todd Hines at [thines@princeton.edu](mailto:thines@princeton.edu).

We look forward to seeing you in San Francisco, June 26 – June 29!

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

## BRASS SCHEDULE OF EVENTS

| <b>Friday, June 26, 2015</b>   | <b>Location</b>   |
|--|---|
| <b>8:00am – 1:00pm</b>   |   |
| RUSA/BRASS Pre-Conference: “How Business Librarians Support Entrepreneurs” ( <i>Prepaid registration required through ALA</i> )  | Moscone CC - 2005 (W)   |
| <b>2:00pm – 4:30pm</b>   |   |
| Emerald ALA Luncheon for Business Librarians: “Our Future is Bright but Complicated: What is the future of business schools and the role of business school libraries in that future?” Register at <a href="http://www.emeraldgrouppublishing.com/promo/ala_brass.htm">http://www.emeraldgrouppublishing.com/promo/ala_brass.htm</a> | LuLu Restaurant & Bar<br>816 Folsom Street (between 4th and 5th Streets)<br>San Francisco, CA 94107 |
| <b>3:00pm – 4:00pm</b>   |   |
| RUSA 101   | Westin St. Francis – Tower Salon A & B  |
| <b>5:30pm – 7:30pm</b>   |   |
| BRASS Member Reception sponsored by InfoGroup RSVP required: <a href="http://evite.me/g5UXJZSbtw">http://evite.me/g5UXJZSbtw</a>   | ThirstyBear Brewing Company<br>661 Howard Street, San Francisco, CA 94105                           |
| <b>Saturday, June 27, 2015</b>   |   |
| <b>8:30am – 10:00am</b>  |   |
| Executive Committee Planning Meeting   | Marriott Marquis – Sierra Suite K   |
| <b>10:30am – 11:30am</b>   |   |
| Conference Program Planning Committee 2015   | Marriott Marquis – Sierra Suite K   |
| <b>1:00pm -- 2:30pm</b>  |   |
| Business Reference in Public Libraries Forum: “Revenue Streams for Libraries: Naming rights, corporate sponsorships, crowd funding, and other non-levy type revenue sources”   | Moscone CC – 236-238 (S)  |

## BRASS SCHEDULE OF EVENTS (continued)

| <b>Saturday, June 27, 2015</b> <i>(cont'd from previous page)</i>   | <b>Location</b>                            |
|---|--|
| <b>3:00pm -- 4:00pm</b>   |  |
| Business Reference in Academic Libraries Committee Meeting  | Intercontinental San Fran - BR A           |
| Business Reference in Public Libraries Committee Meeting  | Intercontinental San Fran - BR C           |
| <b>4:30pm -- 5:30pm</b>   |  |
| Business Reference Sources Committee Meeting  | Hilton San Fran – Union Square 10          |
| Education Committee Meeting   | Hilton San Fran – Union Square 09          |
| Publications & Communications Committee Meeting   | Hilton San Fran – Presidio Room            |
| <b>Sunday, June 28, 2015</b>  |  |
| <b>8:30am -- 10:00am</b>  |  |
| Business Research and Reference Services Discussion Group   | Marriott Marquis – Yerba Buena Salon 13-15 |
| <b>10:00am -- 10:30am</b>   |  |
| Coffee Break and Refreshments, courtesy of Mintel   | Marriott Marquis – Yerba Buena Salon 13-15 |
| <b>10:30am – 11:30am</b>  |  |
| New Business Librarians Group   | Marriott Marquis – Yerba Buena Salon 13-15 |
| <b>10:30 -- 11:30am</b>   |  |
| Core Competencies Task Force Meeting  | Marriott Marquis - Sierra Suite D          |
| <b>1:00pm -- 2:30pm</b>   |  |
| Business Reference Sources Committee Publishers' Forum: " Money Smart – Sources for Promoting Financial Literacy to Your Community" | Moscone CC – Esplande 303                  |
| <b>3:00pm -- 4:00pm</b>   |  |
| Conference Program Planning Committee 2016  | Marriott Marquis – Pacific Suite D         |
| Membership Committee Meeting  | Marriott Marquis – Sierra Suite D          |
| <b>5:00pm --6:30pm</b>  |  |
| RUSA Awards Ceremony (including BRASS Awards)   | Westin St. Francis – California West BR    |

## BRASS SCHEDULE OF EVENTS (continued)

| <b>Monday, June 29, 2015</b>   | <b>Location</b>  |
|--|--|
| <b>8:00am – 8:30am</b>   |  |
| BRASS Program Continental Breakfast sponsored by S&P Capital IQ  | Moscone CC-2022 West                                       |
| <b>8:30am – 10:00am</b>  |  |
| “Not Elsewhere Classified”: Researching New and Niche Industries   | Moscone CC-2022 West                                       |
| <b>4:00pm – 6:00pm</b>   |  |
| BRASS Executive Board (officers, chairs and reps)  | Marriott Marquis – Yerba Buena Salon 13-15                 |
| <b>7:00pm – 9:00pm</b>   |  |
| BRASS Members Dinner<br>(RSVP at <a href="http://goo.gl/forms/w1GJx4YioF">http://goo.gl/forms/w1GJx4YioF</a> ) | Fang Restaurant 660 Howard St. @ 3rd St. San Francisco, CA |

## **BRASS PROGRAM DESCRIPTIONS**

---

### **BRASS Pre-Conference “Intellectual Property for Entrepreneurs”**

**Friday, June 26, 2015**

**8:00am to 1:00pm**

**MCC – 2005 (W) Moscone Convention Center, West Building**

What are common misconceptions about intellectual property among entrepreneurs? Two IP attorneys will discuss disputes and challenges startups are facing. Librarians and entrepreneurs will also get tips from experts on effective patent and trademark searching, learn about Patent and Trademark Resource Centers, and get introduced to best practices in integrating your library into the local innovation ecosystem, including building partnerships with local organizations and collaboration with the university commercialization office. For business librarians in academic, public, and special libraries; SBDC counselors; entrepreneurs, and anyone interested in the topic. Ticketed event. Register at <http://alaac15.ala.org/register-now> and use event code RUS3 Intellectual Property for Entrepreneur RUSA members, please use special code RUSA2015 to receive discounted rates.

---

### **Emerald ALA Luncheon for Business Librarians**

#### **“Our Future is Bright but Complicated: What is the future of business schools and the role of business school libraries in that future?”**

**Friday, June 26, 2015**

**2:00pm to 4:30pm**

**LuLu Restaurant & Bar**

**816 Folsom Street (between 4th and 5th Streets)**

**San Francisco, CA 94107**

Emerald and BRASS along with representatives from the Association to Advance Collegiate Schools of Business (AACSB) will come together in an event that aims to build a better understanding of what the future of business schools looks like and how the business school librarian will play a role in that future. The session will include food, mingling, speaker panel, group activity, discussion and questions. Key guiding points for the discussion:

- Facilitating better communication between librarians and faculty on campus.
- Identifying the areas where librarians and publishers can ensure that business school students gain skills that are directly applicable to the business world and their future careers.
- Determining to what extent libraries, faculty members, and publishers can help business schools influence the way that impact of academic research is measured.

Register at [http://www.emeraldgroupublishing.com/promo/ala\\_brass.htm](http://www.emeraldgroupublishing.com/promo/ala_brass.htm)

---

## **BRASS PROGRAM DESCRIPTIONS (Continued)**

---

### **RUSA 101**

**Friday, June 26, 2015  
3:00pm to 4:00pm  
Westin St. Francis, Tower Salon A & B**

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 26, 2015  
5:30pm to 7:30pm  
ThirstyBear Brewing Company  
661 Howard Street, San Francisco, CA 94105**

Come network with business colleagues in a happy hour atmosphere. Reception is sponsored by InfoGroup. RSVP required: <http://evite.me/g5UXJZSbtw> (please include guest in your count)

---

### **Business Reference in Public Libraries Forum (RUSA\_BRASS)**

**Saturday, June 27, 2015  
1:00pm to 2:30pm  
Moscone Convention Center 236-238 (S)**

Revenue Streams for Libraries: Naming rights, corporate sponsorships, crowd funding, and other non-levy type revenue sources. This panel will present methods and procedures designed to help libraries attain a better financial position by tapping into the abundance of opportunities that exist for them today. Topics will include how to properly value various assets for sponsorship by advertisers, contract and legal considerations for naming rights, and how to utilize crowdfunding in support of specific projects.

Panelists will include:

Deborah A. Doyle, Development Manager, Friends of the San Francisco Public Library, John Trischitti III, M.L.S. Director, Midland County Public Libraries, Texas Library Association 2014 Librarian of the Year, Jan Busa, Coordinator of Passport Services, San Mateo Public Library, and Amy Calhoun, Communications and Virtual Services Manager speaking on using Cengage Analytics for patron analysis in grant-writing and sponsorship proposals.

---

## **BRASS PROGRAM DESCRIPTIONS (Continued)**

---

### **BRASS Research and Reference Services Discussion Group**

**Sunday, June 28 2015  
8:30am to 10:00am  
Marriott Marquis – Yerba Buena Salon 13-15**

An open discussion about current issues in business librarianship. First part of the session will be a semi-structured discussion with predetermined topics. The second half will be an open forum where participants will be able to introduce their own topics to be considered. All attendees will be encouraged to join in this lively discussion about business librarianship and share their experiences, questions, and concerns.

Stay for a coffee break and refreshments from 10-10:30, courtesy of Intel.

---

### **BRASS Research and Reference Services Discussion Group and New Business Librarians Group**

**Sunday, June 28 2015  
10:30am to 11:30am  
Marriott Marquis – Yerba Buena Salon 13-15**

This is an annual discussion group focused on a new business librarians. The agenda is open to various issues including reference, professional development and leadership.

---

### **Business Reference Sources Committee Publishers Forum “Money Smart – Sources for Promoting Financial Literacy to Your Community”**

**Sunday, June 28 2015  
1:00pm to 2:30pm  
Moscone Convention Center (MCC) Room 303**

The ability to effectively manage finances begins with developing the necessary skills and knowledge to understand financial resources, then using them to make informed decisions. Financial data service products can help people manage their personal finances; however patrons may find these products overwhelming. This forum will include representatives from Morningstar, Standard & Poor's, Mergent, and the San Francisco Federal Reserve Bank, who will demonstrate how their products can help your patrons improve their financial literacy.

The panel will consist of: Dan Sovocool, Director, Sales, from S&P Capital IQ; David Hargett, Managing Director of Intrinsic Research Systems and Director of Ford Equity Research, from Mergent; Fani Koutsovitis, Director of West Coast Sales, from Morningstar; and Jody Hoff, District Manager of the Federal Reserve Bank of San Francisco's Economic Education Department, from the Federal Reserve Bank of San Francisco.

## BRASS PROGRAM DESCRIPTIONS (Continued)

---

### **BRASS 2014 Program** **““Not Elsewhere Classified”: Researching New and Niche Industries”**

**Monday, June 29, 2015**

**8:00am-10:00am**

**MCC-2022 West**

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

How do librarians teach business students and entrepreneurs the research techniques for a budding industry or market? How do we help our clients get ahead of an emerging industry or a new idea? Learn from experts about how to locate and evaluate information on leading-edge industries, assess markets, and lead your clients in making strategic decisions when their business crosses traditional NAICS code boundaries or is part of a new field.

Unfortunately, one of our scheduled speakers, Amelia Kassel, has had to withdraw. Luckily, April Kessler has agreed to join us. The BRASS Program Committee would like to thank her most sincerely for being willing to share her knowledge and expertise.

Speakers:

**Laura Young | Founding Partner + CEO | Bizologie**  
**Business Research Simplified**

Laura Young is a seasoned expert in business research and competitive intelligence. Combining seven years leading the research department at Austin Ventures, four years coordinating the Reference and Information desk at the University of Texas Perry Casteneda Library and seven years honing her customer service expertise as a Walt Disney World Guest Services Supervisor, Laura can tackle any research project, in any industry, with grace and speed. She has performed Due Diligence analysis for HomeAway, RetailMeNot, MapMyFitness, Magnablend, Bazaarvoice, Silvercar, Spredfast, Food on the Table, Delta Rigging & Tools, among many others. She is a highly sought after speaker on emerging research trends and regularly presents for Texas Library Association, Special Libraries Association, and American Library Association.

When she's not digging for the next important piece of data, Laura can be found relaxing with her Basset Hound and PBGV rescues, catching up on the latest episodes of Mad Men, or culling design ideas from local architectural tours.

**April Kessler | Partner + Chief Research Analyst | Bizologie**

As partner and Chief Research Analyst at Bizologie, April Kessler resolves complex custom research requests for clients, including venture capital firms, advertising agencies, law firms, business incubators, and small businesses. April also teaches the Competitive Intelligence course at the University of Texas School of Information. She received her Masters in Information Studies from the University of Texas at Austin and her Masters in Business Administration from Wichita State University. Prior to joining Bizologie, April was a research analyst for a venture capital firm and spent the last eight years as the



Business Librarian at the UT Libraries working with the McCombs School of Business (including Texas Venture Labs, 3-Day Startup, MBA teams and MSTC). In addition to her research experience, she also has nearly ten years of experience in marketing and public relations. April is past-president for the Texas Chapter of the Special Libraries Association, past-chair of the Texas Library Association Special Libraries Division, and served on the Executive Board of the Texas Library Association from 2011-2014.

---

## **BRASS AWARDS**

---

The **RUSA Awards Ceremony** will be held on **Sunday, June 28 2015, 5:00-6:30pm** (Westin St. Francis – California West BR ) 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.

**2015 Recipient: Jason Dewland and Cindy Elliott, University of Arizona Libraries**

### **Morningstar Public Librarian Support Award**

This annual award sponsored by Morningstar, offers a cash award of \$1,250 in travel funds for a public librarian, who has performed outstanding business reference service, and who requires financial assistance, to attend the ALA Annual Conference.

**2015 Recipient: Barbara Alvarez, Barrington Area Library**

### **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.

**2015 Recipient: Peter McKay, University of Florida Libraries**

### **Global Financial Data Academic Business Librarianship Travel Award**

This award presents a citation and \$1,250 to an individual new to the field of academic business librarianship in order to support attendance to the ALA Annual Conference. The winner does not need to be a member of ALA, RUSA, or BRASS but preference will be given to those that are, indeed members. Applicants should be an academic librarian with five or fewer years of experience in business librarianship or be a new (less than five years) member to BRASS. This award is made possible by the generous support of RUSA.

**2015 Recipient: Grace Liu, University of Maine**

### **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.

**2015 Recipient: Sara F. Hess, University of Michigan School of Information**

---

*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

#### 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.ed |
| Joseph Thomson   | RUSA President (non-voting)          | thompson@hcuponline.org          |
| Susan Hornung    | RUSA Executive Director (non-voting) | shornung@ala.org                 |

---

#### 2015 – 2016

---

|                  |                                      |                                  |
|------------------|--------------------------------------|----------------------------------|
| Paul Brothers    | Chair                                | pbrother@bruno.cba.ua.edu        |
| Louise Feldman   | Vice-Chair/Chair-Elect               | feldmann@colostate.edu           |
| Todd Hines       | Immediate Past Chair                 | a thines@princeton.edu           |
| Adele Barsh      | Secretary (2014 – 2016)              | abarsh@ucsd.edu                  |
| Elizabeth Malafi | Member-at-Large (2013– 2016)         | malafie@mcpl.lib.ny.us           |
| Penny Scott      | Member-at-Large (2015-2018)          | plscott@usfca.edu                |
| Patricia Kenly   | Member-at-Large (2014 – 2017)        | patricia.kenly@library.gatech.ed |
| Liane Taylor     | RUSA President (non-voting)          |                                  |
| Susan Hornung    | RUSA Executive Director (non-voting) | shornung@ala.org                 |

---

---

**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       | etreptow@uchicago.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   | Jennifer Boettcher  | boettcher@georgetown.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          |

**YOUR BRASS COMMITTEE CHAIRS 2015 – 2016**

|  |                      |                                    |
|--|----------------------|------------------------------------|
| BRASS Executive Committee  | Paul Brothers        | pbrother@bruno.cba.ua.edu          |
| Business Reference in Academic Libraries                             | Van Houlson          | houls001@umn.edu                   |
| Business Reference in Public Libraries                               | Salvatore DiVincenzo | divincenzosalvatore@mcpl.lib.ny.us |
| Business Reference Sources   | Ed Hahn              | edwardhahn@weber.edu               |
| Discussion Group   | Emily Treptow        | etreptow@uchicago.edu              |
| Education  | Ashley Faulkner      | afaulkner@library.tamu.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                           | Diane Zabel          | dxz2@psu.edu                       |
| Global Financial Data Award  | Julia Martin         | julia.martin@utoledo.edu           |
| Membership   | Jennifer Boettcher   | boettcher@georgetown.edu           |
| Morningstar Public Librarian Support Award                           | Patricia Hull        | phull@slcolibrary.org              |
| Nominating   | Andy Spackman        | andy_spackman@byu.edu              |
| Program Planning   | Ilana Stonebraker    | ibarnes@purdue.edu                 |
| Publications & Communications  | Chad Boeninger       | boeninge@ohio.edu                  |
| Vendor Relations   | Ann Fiegen           | afiegen@csusm.edu                  |

*Last updated 6/8/15*