

# RUSA BRASS MASTER SCHEDULE



## 2016 ALA ANNUAL CONFERENCE

Orlando, Florida  
June 24 – June 27

*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 Paul Brothers at [pbrother@bruno.cba.ua.edu](mailto:pbrother@bruno.cba.ua.edu).

We look forward to seeing you in Orlando, June 24 – June 27!

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

## BRASS SCHEDULE OF EVENTS

| <b>Friday, June 24, 2016</b>   | <b>Location</b>   |
|--|---|
| <b>8:30am – 4:00pm</b>   |   |
| RUSA/BRASS Pre-Conference: “Business Data for Librarians” ( <i>Prepaid registration required through ALA</i> ) | Orange County Convention Center, Room W303 A/B                            |
| <b>3:00pm – 4:00pm</b>   |   |
| RUSA 101   | HILTON Orlando, Room Florida Ballroom 1-2                                 |
| <b>5:30pm – 7:30pm</b>   |   |
| ReferenceUSA BRASS Member Reception  | Cuba Libre Restaurant & Rum Bar, Pointe Orlando, 9101 International Drive |
| <b>Saturday, June 25, 2016</b>   |   |
| <b>8:30am – 10:00am</b>  |   |
| Executive Committee Planning Meeting   | Orange County Convention Center, Room W310                                |
| <b>10:30am – 11:30am</b>   |   |
| Conference Program Planning Committee 2016   | Orange County Convention Center, Room W235                                |
| <b>1:00pm -- 2:30pm</b>  |   |
| BRASS Academic Forum Lightning Talks: “Innovation and Risk Taking in Business Academic Librarianship”          | HILTON Orlando, Room Lake Eola B  |
| <b>3:00pm -- 4:00pm</b>  |   |
| Business Reference in Academic Libraries Committee Meeting   | HILTON Orlando, Lake Eola A   |
| Business Reference in Public Libraries Committee Meeting   | HILTON Orlando, Lake George   |
| <b>4:30pm -- 5:30pm</b>  |   |
| Business Reference Sources Committee Meeting   | HILTON Orlando, Lake Eola A   |
| Education Committee Meeting  | HILTON Orlando, Lake George   |
| Publications & Communications Committee Meeting  | HILTON Orlando, Turkey Lake   |

## BRASS SCHEDULE OF EVENTS (continued)

| <b>Sunday, June 26, 2016</b>  | <b>Location</b>                        |
|---|--|
| <b>8:00am – 8:30am</b>  |  |
| Business Research and Reference Services Discussion Group Continental Breakfast, sponsored by Mintel  | Rosen Centre, Salon 01/02              |
| <b>8:30am -- 10:00am</b>  |  |
| Business Research and Reference Services Discussion Group   | Rosen Centre, Salon 01/02              |
| <b>10:00am -- 10:30am</b>   |  |
| Coffee Break and Refreshments, sponsored by Mintel.   | Rosen Centre, Salon 01/02              |
| <b>10:30am – 11:30am</b>  |  |
| New Business Librarians Group   | Rosen Centre, Salon 01/02              |
| <b>1:00pm -- 2:30pm</b>   |  |
| Business Reference Sources Committee Publishers' Forum: "One Part Social, One Part Commercial: a Recipe for Supporting Social Entrepreneurship" | Orange County Convention Center, W307D |
| <b>3:00pm -- 4:00pm</b>   |  |
| Conference Program Planning Committee 2017  | HYATT Regency Orlando, Challenger 38   |
| Membership Committee Meeting  | HYATT Regency Orlando, Celebration 13  |
| <b>5:00pm --6:30pm</b>  |  |
| RUSA Achievement Awards Ceremony and Reception Ceremony   | Rosen Centre, Room Grand A             |

## BRASS SCHEDULE OF EVENTS (continued)

| Monday, June 27, 2016  | Location   |
|--|--|
| <b>8:00am – 8:30am</b>   |  |
| BRASS Program Continental Breakfast sponsored by S&P Global Market Intelligence                                | Orange County Convention Center, W108  |
| <b>8:30am – 10:00am</b>  |  |
| “Changes in Latitudes, Changes in Attitudes: Travel and Hospitality Landscape and Library Resources”           | Orange County Convention Center, W108  |
| <b>4:00pm – 6:00pm</b>   |  |
| BRASS Executive Board (officers, chairs and reps)  | Orange County Convention Center, W209C   |
| <b>7:00pm – 9:00pm</b>   |  |
| BRASS Members Dinner<br>(RSVP at <a href="http://goo.gl/forms/pcFDizRw5I">http://goo.gl/forms/pcFDizRw5I</a> ) | Cafe Gauguin, Rosen Centre Hotel --<br>9840 International Drive Orlando,<br>FL 32819 |

## **BRASS PROGRAM DESCRIPTIONS**

---

### **BRASS Pre-Conference “Business Data for Librarians”**

**Friday, June 24, 2016**

**8:30am to 4:00pm**

**Orange County Convention Center, Room W303 A/B**

As the business world embraces data and analytics, so do business librarians. The focus of this interactive full-day preconference program will include: conducting a data reference interview; delving into the issues of data validity and data information literacy; and, working with data tools and datasets. We will look in-depth at locating and manipulating financial and marketing data in particular. Designed for academic, public, and special librarians and all interested in this topic. Ticketed event.

---

### **RUSA 101**

**Friday, June 24, 2016**

**3:00pm to 4:00pm**

**HILTON Orlando, Room Florida Ballroom 1-2**

If you're a first time conference attendee, new to RUSA or a longtime member looking for an opportunity to connect 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 for a chance to win some fantastic door prizes! Sponsored by Springshare.

---

### **ReferenceUSA BRASS Members Reception**

**Friday, June 24, 2016**

**5:30pm to 7:30pm**

**Cuba Libre Restaurant & Rum Bar, Pointe Orlando**

**9101 International Drive Orlando, FL 32819**

Come network with business colleagues in a happy hour atmosphere. Reception is sponsored by ReferenceUSA. RSVP at <http://evite.me/P6PT8wpNEZ>

---

### **Business Reference in Academic Libraries Forum**

**Saturday, June 25, 2016**

**1:00pm to 2:30pm**

**HILTON Orlando, Room Lake Eola B**

“Innovation and Risk Taking in Business Academic Librarianship: Lightning Talks.”  
This forum will feature innovative services, practices, products, and pilot projects among academic

librarians who provide business information or serve business schools at their colleges and universities. The lightning talk format will allow up to 7 speakers to give a quick overview of their innovative and risk taking efforts across a range of activities that may include reference, instruction, collections, or other kinds of outreach. Time will be set aside for participants to ask questions and discuss why these innovations worked or failed. Presentations include:

"Tweak Softly and Carry a Big Stick: Integrating the Library (and Librarians) Into a Core Business Course," Celia Ross, University of Michigan

"Promoting Intellectual Growth and Empowerment Through Media Outreach: The Walton Reader's Spotlight," Jonathon M. Torres, University of Arkansas

"Partnering with the Career Center & Entrepreneurship Program for Student Success at Fresno State," Raymond Pun & Hiromi Kubo, Fresno State

"Online Business Library Instruction in Global Sites: Challenges & Opportunities," Eimmy Solis & Dan Perkins, New York University

"Do Not Miss Your One Shot: Using the Jigsaw Strategy to Engage Students in Library Instruction Sessions," CJ Ivory & Missy Murphy, University of Central Florida

---

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

**Sunday, June 26, 2016  
8:30am to 10:00am  
Rosen Centre, Room Salon 01/02**

Note: The session kicks off with a continental breakfast, 8:00am-8:30am, sponsored by Mintel. Program begins at 8:30.

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 Mintel.

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

---

### **BRASS New Business Librarians Group**

**Sunday, June 26, 2016**

**10:30am to 11:30am**

**Rosen Centre, Room Salon 01/02**

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.

Coffee and refreshments, sponsored by Intel, will be provided.

---

### **Business Reference Sources Committee Publishers Forum**

**“One Part Social, One Part Commercial: a Recipe for Supporting Social Entrepreneurship”**

**Sunday, June 26 2016**

**1:00pm to 2:30pm**

**Orange County Convention Center, Room W307D**

Social entrepreneurship, a new trend in business start-ups, involves socially-minded people who are driven by more than purely financial goals. Social entrepreneurs are just as likely to be motivated by the sustainability of their business as they are the sustainability of their community/environment. The process for creating and sustaining a social enterprise is unique and involves a different set of expectations. Given the unconventional combination of social and commercial factors, identifying appropriate tools and resources for social entrepreneurs can prove challenging. This forum will include representatives from several publishers who will demonstrate how their resources can be leveraged to support social entrepreneurship activities.

---

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

---

**BRASS 2016 Program**  
**“Changes in Latitudes, Changes in Attitudes: Travel and Hospitality Landscape and Library Resources”**

**Monday, June 27, 2016**

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

**Orange County Convention Center, Room W108**

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

The travel and tourism industry in the United States accounts for \$1.5 trillion of economic output. Come to this lively talk to hear about this important industry and how your library can help support your local travel and tourism economy. Our first speaker will be Fiona O’Donnell, Travel & Leisure Sector Manager at Mintel. Our second speaker is Tim Bottorff, Head Librarian at University of Central Florida’s Rosen College Library. Both speakers will address the overall landscape of the market, with key insights into top library resources. This session is intended for librarians who work with entrepreneurs, community partnerships, as well as academics and students. Informative handouts will be available as well as an opportunity to win prizes.

---



## **BRASS AWARDS**

---

The **RUSA Awards Ceremony** will be held on **Sunday, June 26 2016, 5:00-6:30pm** (Rosen Centre, Room Grand A ) 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.

**2016 Recipient: Lisa O'Connor**

### **BRASS 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.

**2016 Recipient: Susan Wolf Neilson**

### **Mergent Excellence in Business Librarianship**

Established in 1989, the BRASS Award for Excellence in Business Librarianship offers \$4,000 and a citation to a librarian that has distinguished themselves in the field of Business Librarianship.

**2016 Recipient: Jared Hoppenfeld**

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

A \$1,250 award and citation 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. 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.

**2016 Recipient: Ruth Terry**

### **SimplyMap Student Travel Award**

A \$1,000 cash award is given to a student who is enrolled in an ALA accredited master's degree program, and had demonstrated interest in business librarianship, to attend the ALA Annual Conference and to receive a one-year membership in the Business Reference and Services Section (BRASS) of RUSA.

**2016 Recipient: Katherine Glasoe**

---

*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

#### 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                 |

---

#### 2016 – 2017

---

|                   |                                      |                                  |
|-------------------|--------------------------------------|----------------------------------|
| Louise Feldman    | Chair                                | Louise.Feldmann@colostate.edu    |
| Greg Flemin       | Vice-Chair/Chair-Elect               | gdf@uchicago.edu                 |
| Paul Brothers     | Immediate Past Chair                 | pbrother@bruno.cba.ua.edu        |
| Ilana Stonebraker | Secretary (2016 – 2018)              | abarsh@ucsd.edu                  |
| Annette Buckely   | Member-at-Large (2016– 2018)         | malafie@mcpl.lib.ny.us           |
| Penny Scott       | Member-at-Large (2015 – 2018)        | becky@illinois.edu               |
| Patricia Kenly    | Member-at-Large (2014 – 2017)        | patricia.kenly@library.gatech.ed |
| Alesia McManus    | RUSA President (non-voting)          | alamcmanus@ucdavis.edu           |
| Susan Hornung     | RUSA Executive Director (non-voting) | shornung@ala.org                 |

---

## YOUR BRASS COMMITTEE CHAIRS 2016 – 2017

|  |                                    |  |
|--|------------------------------------|--|
| BRASS Executive Committee  | Louise Feldman                     | <a href="mailto:louise.feldmann@colostate.edu">louise.feldmann@colostate.edu</a>   |
| Business Reference in Academic Libraries                           | Susan Norrisey<br>Jared Hoppenfeld | <a href="mailto:norriseys@arden.virginia.edu">norriseys@arden.virginia.edu</a><br><a href="mailto:jhoppenf@tamu.edu">jhoppenf@tamu.edu</a> |
| Business Reference in Public Libraries                             | Salvatore DiVincenzo               | <a href="mailto:divincenzosalvatore@middlecountrypubliclibrary.org">divincenzosalvatore@middlecountrypubliclibrary.org</a>                 |
| Business Reference Sources   | Jordan Nielsen                     | <a href="mailto:jnielsen@mail.sdsu.edu">jnielsen@mail.sdsu.edu</a>   |
| Discussion Group   | Felipe Castillo                    | <a href="mailto:fcastil@lib.nmsu.edu">fcastil@lib.nmsu.edu</a>   |
| Education  | Ashley Faulkner                    | <a href="mailto:ashleyf@princeton.edu">ashleyf@princeton.edu</a>   |
| Emerald Research Award   | Chubing Hong                       | <a href="mailto:chubing.hong@columbia.edu">chubing.hong@columbia.edu</a>   |
| Global Financial Data Academic Business Librarianship Travel Award | Cayce Van Horn                     | <a href="mailto:gordyca@auburn.edu">gordyca@auburn.edu</a>   |
| Mergent Award for Excellence in Business Librarianship             | Gene Springs                       | <a href="mailto:genersprings@gmail.com">genersprings@gmail.com</a>   |
| SimplyMap Student Travel Award                                     | Bobray Bordelon                    | <a href="mailto:bordelon@princeton.edu">bordelon@princeton.edu</a>   |
| Membership   | Cynthia Slater                     | <a href="mailto:cslater@sju.edu">cslater@sju.edu</a>   |
| Morningstar Public Librarian Support Award                         | Ed Rossman                         | <a href="mailto:erossman74@yahoo.com">erossman74@yahoo.com</a>   |
| New Business Librarians  | Jamie Luedtke                      | <a href="mailto:lamie.luedtke@gmail.com">lamie.luedtke@gmail.com</a>   |
| Nominating   | Todd Hines                         | <a href="mailto:thines@princeton.edu">thines@princeton.edu</a>   |
| Program Planning   | Natasha Arguello                   | <a href="mailto:natasha.arguello@utsa.edu">natasha.arguello@utsa.edu</a>   |
| Publications & Communications                                      | Chad Boeninger                     | <a href="mailto:boeninge@ohio.edu">boeninge@ohio.edu</a>   |
| Vendor Relations   | Ann Fiegen                         | <a href="mailto:afiegen@csusm.edu">afiegen@csusm.edu</a>   |

## YOUR BRASS COMMITTEE CHAIRS 2015 – 2016

|  |                      |  |
|--|----------------------|--|
| BRASS Executive Committee  | Paul Brothers        | <a href="mailto:pbrother@bruno.cba.ua.edu">pbrother@bruno.cba.ua.edu</a>                   |
| Business Reference in Academic Libraries                             | Van Houlson          | <a href="mailto:houl001@umn.edu">houl001@umn.edu</a>                                       |
| Business Reference in Public Libraries                               | Salvatore DiVincenzo | <a href="mailto:divincenzosalvatore@mcpl.lib.ny.us">divincenzosalvatore@mcpl.lib.ny.us</a> |
| Business Reference Sources   | Ed Hahn              | <a href="mailto:edwardhahn@weber.edu">edwardhahn@weber.edu</a>                             |
| Discussion Group   | Emily Treptow        | <a href="mailto:etreptow@uchicago.edu">etreptow@uchicago.edu</a>                           |
| Education  | Ashley Faulkner      | <a href="mailto:ashleyf@princeton.edu">ashleyf@princeton.edu</a>                           |
| Emerald Research Award   | Leticia Camacho      | <a href="mailto:leticia_camacho@byu.edu">leticia_camacho@byu.edu</a>                       |
| Gale Cengage Learning Award for Excellence in Business Librarianship | Celia Ross           | <a href="mailto:caross@umich.edu">caross@umich.edu</a>                                     |
| Gale Cengage Learning Student Travel Award                           | Diane Zabel          | <a href="mailto:dxz2@psu.edu">dxz2@psu.edu</a>   |
| Global Financial Data Award  | Julia Martin         | <a href="mailto:julia.martin@utoledo.edu">julia.martin@utoledo.edu</a>                     |
| Membership   | Jennifer Boettcher   | <a href="mailto:boettcher@georgetown.edu">boettcher@georgetown.edu</a>                     |
| Morningstar Public Librarian Support Award                           | Patricia Hull        | <a href="mailto:phull@slcolibrary.org">phull@slcolibrary.org</a>                           |
| Nominating   | Andy Spackman        | <a href="mailto:andy_spackman@byu.edu">andy_spackman@byu.edu</a>                           |
| Program Planning   | Ilana Stonebraker    | <a href="mailto:ibarnes@purdue.edu">ibarnes@purdue.edu</a>                                 |
| Publications & Communications  | Chad Boeninger       | <a href="mailto:boeninge@ohio.edu">boeninge@ohio.edu</a>                                   |
| Vendor Relations   | Ann Fiegen           | <a href="mailto:afiegen@csusm.edu">afiegen@csusm.edu</a>                                   |

*Last updated 6/13/16*