



Register Online at: www.nocall2014.eventbee.com

Friday, March 21, 2014

10:45 – 12:15: Registration and Vendor Exhibits Open

11:00 – Noon Box Lunches

11:00 – Noon: Round Table Topic: Family Health Care Issues in the 21st Century.

How, in our libraries, will we as a profession deal with providing health care to our parents/loved ones? Many of us have taken off to care for sick parents. The Round Table discussion will explore ways in which libraries can support their librarians in these circumstances.

12:15 – 12:30 Opening Remarks. Michele Finerty, Pacific McGeorge School of Law.

12:30 – 1:15 Social Media: Privacy and the Law. Deirdre Mulligan, Assistant Professor, UC Berkeley School of Information; Faculty Director, Berkeley Center for Law and Technology.

Socrates boldly claimed that the unexamined life is not worth living. Were he alive today he might marvel at the opportunities for reflection and action provided by social media, smart phone applications, and digital devices that expose, map, measure and monitor everything from friendships to personal health, to environmental exposure, driving performance, energy consumption, and relationships. There are compelling personal and social benefits to be gained from the technology and the growing sea of data it generates, but as the summer of Snowden all too starkly illustrated U.S. law has tethered individual privacy to the home and personal devices while technology innovation has moved our data to the clouds, platforms, and networks owned and operated by the private sector. This session will discuss some of the pressing privacy challenges presented by social media and smart phone platforms, connected devices, and cloud storage.

1:15 – 2:00 Think “Different” Karen Coyle*, Library Digital Consultant, Berkeley, California.

Libraries continually experience the rapid growth in online data due to the Internet and the increasingly widespread use of databases. Karen Coyle, who is a digital library consultant and worked for more than 20 years at the University of California Digital Library, Berkeley, will address the value of thinking differently about common library practices. Library metadata methods were not designed to coexist with new types of data, such as that of computer processing. Ms. Coyle advises that by thinking differently about catalog metadata, librarians can change the idea that library catalogs are limited to directing patrons to the locations of print or electronic titles. Librarians can transform “the library’s public catalog from a stand-alone database of bibliographic records to a highly hyper-linked data set that can interact with information resources on the World Wide Web.” Thinking differently will expand what the catalog offers by moving from organizing titles to providing knowledge discovery. In this way, the library catalog has the ability to answer questions, not just give a list of sources.

***Karen Coyle’s Presentation is Made Possible by a Grant from the AALL/Bloomberg BNA
Continuing Education Grants Program**

2:00 – 2:30 **Vendor Exhibit and Refreshment Break**

2:30 – 3:15 **The Privacy Enforcement and Protection Unit at the Attorney General's Office.**

Yen P. Nguyen, Deputy Attorney General, Privacy Enforcement Unit, California Department of Justice
California citizens have a constitutionally-guaranteed right to privacy, and protecting their privacy rights is one of the California Attorney General's top priorities. Information about us that institutions hold, such as credit card and bank account numbers, health care data, and other elements that must be kept private, is potentially at risk. The recent Target credit card breach is an example of such dangers. This program will provide an overview to the Privacy Enforcement and Protection Unit, including who they are and what the AG's Privacy Enforcement Unit does to protect Californians' privacy rights.

3:15 – 4:00 **What Interests Drive the Creation of New Laws?** Laurel Rosenhall, Sacramento Bee
Capitol Bureau Consultant

In 2012, the membership of NOCALL and the other California chapters played an active role in promoting the enactment of the Uniform Electronic Legal Material Act. In UELMA's case, it was clear who sponsored the bill and what groups were promoting it. California sponsors are sometimes listed in the legislative analysis of many of its bills, but there is no rule requiring that. Laurel Rosenhall, the *Sacramento Bee* Capitol Bureau Consultant, will illustrate how the forces behind Federal and state legislation are not always evident and are often masked. In some cases, lobbyists will research issues, draft the bill language, and line up people to testify at hearings. Ms. Rosenhall's presentation will demonstrate how at times the public's right to know can lose out to politics when a lawmaker signs onto a bill that has been drafted by its sponsoring interest group.

4:00 – 4:45 **A Guided Tasting of Chocolate.** Loyd Auerbach, Chocolatier and Proprietor of Haunted
by Chocolate.

Everything goes better with chocolate!! Mr. Auerbach's presentation will explore a variety of quality chocolates, what goes into them and how they are created. Institute participants will be given samples to taste so as to better understand the differences.

Saturday, March 22, 2014

7:45 – 9:00 **Breakfast Buffet**

9:00 – 10:15 **Context is Everything: Cost Recovery Models in Electronic Legal Research.**

Martha Campos, Manager of Library Services, Lewis & Brockius, LLP; Amy Wright, Research Librarian and
Adjunct Professor, USF School of Law; Colleen Cable, Profit Recovery Partners, LLC.

Try as we may to teach cost-effective research in law firms, what is the point if our customers do not understand the bottom line? Our panel will discuss trends in recovering the cost of online research, how to discuss contracts and recovery with end users, and what law schools teach future lawyers about cost recovery.

10:15 – 10:45 **Mining Legal Research Gold: HeinOnline Marc Records.** Natalie White, Director of
Marketing, Cassidy Cataloging Services, Inc.

Research treasures abound in HeinOnline's many libraries and the fastest, easiest way to mine them is with the MARC catalog records. Congressional Research Reports, Nazi war crime trials, obscure Congressional hearings, they are all here and easy to find.

10:45 – 11:15 **Vendor Exhibit and Refreshment Break**

11:15 – 12:30 **Law Library Management in Challenging Times.** Kathy Skinner, Director of Research
Services, Morrison & Foerster, LLP; Ronald Wheeler, Director of the Law Library and Associate Professor
of Law, USF School of Law; Eric Wade, Circuit Librarian, U.S. Court of Appeals, 9th Circuit Library.

Our speakers will present from three different perspectives about some universal law library management concerns, including the management of local and virtual employees, space-planning, collection development, budget pressures, and electronic resource management.

12:30 – 12:45 **Closing Remarks.** Michele Finerty

12:45 – 2:30 **Closing Luncheon.**

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