



Cover photo, Gateway Arch, ©2009, Renant Cheng

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SIGUCCS Fall Conference 2009

# THE ARCH ADVISOR

## Welcome!

### SIGUCCS Fall Conference 2009 Begins

**Welcome to St. Louis!** The beginning of Route 66 and the Gateway between the eastern and western halves of the United States, St. Louis represents a point of coming together. You'll have the chance to communicate and collaborate with user services colleagues from all across the country and even from international locations and collect some new ideas to take to your home campus.

This conference is successful because of the behind-the-scenes organizing committee. Their names are listed in the printed program. If you are enjoying the conference, thank the committee members when you meet them. It is not too late to contribute this year. Check the sign-up sheet at the registration

desk. Also, please consider helping at the Conference next year!



#### Welcome Reception




The Conference began in earnest Sunday night with the annual Welcome Reception. Lots of people wore their school garb, the hors d'ouvres were tasty, the drink tickets were welcomed, and the communication and collaboration was well underway!

#### Newcomers' Orientation

First time conference attendees were welcomed last night by Laurie Fox of SUNY Geneseo at a special workshop designed for newcomers. This annual event offers tips for first-timers to break the ice and develop meaningful relationships.



### ST. LOUIS FORECAST

	Monday	<b>58°</b>	Chance of rain 30%
	October 12th	43°	
	Tuesday	<b>56°</b>	Chance of rain 20%
	October 13th	47°	
	Wednesday	<b>56°</b>	Chance of rain 40%
	October 14th	47°	

### FUN FACTS

- ▶ St. Louisans consume more barbecue sauce per capita than any other city in America.
- ▶ The custom of placing chocolates on hotel pillows began here when actor Cary Grant stayed at the Roberts Mayfair Hotel and used chocolate to woo a woman friend.
- ▶ Saint Louis University received a formal charter from the state of Missouri in 1832, making it the oldest University west of the Mississippi.
- ▶ St. Louis offers more free, major visitor attractions than anyplace outside of the nation's capital. These include the Saint Louis Art Museum, Saint Louis Zoo, Museum of Westward Expansion, Anheuser-Busch Brewery, Grant's Farm and more. Take some time out of your busy SIGUCCS schedule to enjoy what St. Louis has to offer!

One of the highlights of the conference each year is the Gala, held this year inside the St. Louis Gateway Arch! Here's what you should keep your eye out for tomorrow night:



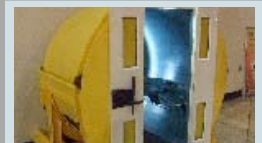
The Museum of Westward Expansion



Levee Mercantile 1870s General Store



Arch Museum Store



Tram to the Top of the Arch

## Opening Plenary: Jason Young

This year's opening plenary speaker is Jason Young, president of LeadSmart, Inc.,



a company that helps businesses develop successful corporate cultures. He is also the author of *Culturetopia*, a book on his philosophy of creating high performance cultures. Jason's topic this morning is *Smart Service - Customer*

*Service Excellence*, and he will be sharing a comprehensive approach on how to create and sustain a culture of customer defined excellence.

## SIGUCCS Board Meeting

The SIGUCCS Board held an open meeting on Sunday morning. A synopsis follows. Be sure to meet with the Board members at Tuesday's Poster Presentations,

★ Spring 2009 Management Symposium: attendance was down; discussed combining the Spring and Fall Conferences.

★ Spring 2010 Management Symposium: will be held in Victoria, British Columbia; need to get the word out about passport requirements and transportation; 06 November will be the deadline for proposal submissions; website is <http://www.siguccs.org/Conference/Spring2010>.

★ Spring 2011: preliminary approval has been granted.

★ Fall 2009: Social Networking Chair was added this year; new program format; DiscussIT and LeadIT tracks added; may consider streaming sessions for those who cannot attend; considering monthly webinars on hot topics.

★ Fall 2010: will be held in Norfolk, Virginia, 24-27 October; considering elimination of closing plenary, holding panel instead; looking for local arrangements person.

★ There will be a BOF this Monday to discuss combining the Spring and Fall Conferences; a survey resulted in 72% of respondents for the idea, but split on the time of the year for it to be held.

★ Communication Award submissions this year were down 49%; all awards can be viewed online.

★ The Awards Committee (Penny Crane, Hall of Fame, grant winners) will work more on establishing the criteria for grant participants; may consider having SIGUCCS members become ACM Fellows, Senior members, and Distinguished members.

★ Workshops: 2 of the original 6 were canceled; considering webinars to reconnect with members.

★ Information Management: working to develop a directory of information on people's participation in all SIGUCCS conferences.

★ Marketing & Membership: new social networking site (Ning) and new web site.

## Feathered Friends

Remember that not only are there scheduled presentations during the conference but also BOF sessions. Connect with your colleagues in a more discussion-oriented atmosphere to work through issues, hear new solutions and share your stories. During lunch today, keep an eye out for topics listed on placards in the middle of tables and join a group that is discussing something you're interested in. Alternatively, create your own discussion on the blank placards also available.

## Tweet, tweet, tweet!

During this morning's opening plenary, your tweets will be aggregated live on a screen for all to see! To join the conversation, bring along a PDA or laptop, open your Twitter client of choice and simply add the hashtag #siguccs to the end of your tweets. Other good practices include @replying when you're responding directly to something an individual has said for better continuity. If an @reply conversation gets over exuberant, switch to direct messages (DMs) to declutter the screen for others.

## Need a buddy for dinner?

Reservations have been made for 6:30PM at The Drunken Fish, Charlie Gitto's Pasta House, Carmine's Steak House, Tony's Restaurant and J. Bucks.

If you're looking for dinner plans, sign up at the Registration Desk and pick up a map to each of the five locations.

## Keystone: Gala Tomorrow

The Gala will be held tomorrow evening from 7-11PM in the St. Louis Gateway Arch. St. Louis marks the beginning of Route 66, and we will be serving a Route 66 buffet with local foods including a mixed lettuce salad, herb encrusted loin of port and barbecue sauce—of course!—roasted chicken, macaroni and cheese and mashed potatoes! An open bar will be available as well, including canned soda, water, beer and wine, iced tea and coffee. Check out tomorrow's Arch Advisor for more details about security and what to see while you're in the arch!

The Soulard Blues Band wowed the crowd last night in the Hospitality Suite! The music was great and dancing ensued. Bassist and sole remaining founder Art Dwyer will tell you, "Our mission always is just to leave things around a little better than we found 'em."



@danheretic  
"...plenty of ppl still enjoying the jazz band"