

# The Betty Burrows Seminar:

The Betty Burrows Memorial Seminar is offered by the Cleveland Chapter SLA in memory of Elizabeth Burrows, a Cleveland chapter member from 1947 until her death in 1971. A generous gift from her husband, William, and other memorial funds from friends and colleagues, has been used to establish the Betty Burrows Memorial Fund. This fund helps to further one of Betty's long-term interests, the education of special librarians.

Betty Burrows received her M.L.S. from the University of Michigan. She began her career on the staff of the Federal Reserve Bank in Cleveland as a cataloger. Subsequently, she joined the Alcan Aluminum Corporation where she organized a corporate library. A member of the Special Libraries Association for twenty-five years, Betty Burrows was an active member and officer of the Cleveland Chapter. She served the SLA Business and Finance Division as Secretary and Treasurer, and the Association as Chair of the Scholarship and Student Loan Committee. Established as an appropriate memorial to Betty, the Cleveland SLA chapter intends to continue this annual program.

**2005 Betty Burrows Seminar**  
**9:00 - 4:00**  
**Wednesday April 20th**

Cleveland Public Library  
Auditorium  
Louis Stokes Wing, Lower Level  
325 Superior Ave.  
Cleveland, OH 44114  
(216) 623-2999

**Registration Deadline:**  
**Friday, April 15, 2005**

Members \$40 • Students • \$28 • Non-members \$45

Checks Payable to:  
"SLA Cleveland - Betty Burrows"

#### Lunch options -

- #1 Club Sandwich, with Tortellini Salad
- #2 Smoked Turkey, with Broccoli Salad
- #3 Vegetarian Wrap

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Name

\_\_\_\_\_  
E-mail or Phone

\_\_\_\_\_  
Organization

\$ \_\_\_\_\_ \$ \_\_\_\_\_ \$ \_\_\_\_\_  
Member Student or Retiree Member

Mail to: Robert Murnan  
16158 Delmont Ave.  
Strongsville OH 44136

Email: [Robert.Murnan@cpl.org](mailto:Robert.Murnan@cpl.org)



Cleveland  
Chapter

## 2005 Betty Burrows Seminar

**Finding Oz:  
Discovering a Bright  
Future for Libraries &  
Millennials! They're here.  
Deal with it!**

Wednesday, April 20, 2005  
9:00 a.m. - 4:00 p.m.

Cleveland Public Library Auditorium  
Louis Stokes Wing, Lower Level

Featuring:  
Stephen Abram,  
Vice President, Innovation, for Sirsi Corp.  
President, Canadian Library Association

Sponsored by  
Dialog and SRI Consulting



A Division of Access Intelligence, LLC

<http://www.sla.org/chapter/ccle/>

# Seminar Agenda:

**9:00 - 10:00**

Registration & Continental  
Breakfast

**10:00 - 12:00**

Morning Session - "Finding Oz"

**12:00 - 12:45**

Lunch

**12:45 - 1:45**

Vendor Exhibits

**1:45 - 4:00**

Afternoon Session - "Millennials"

## A.M. Session:

**Finding Oz: Discovering a Bright Future  
for Libraries**

Technology challenges are hitting libraries faster than a Kansas tornado spins out cows. Our speaker will share his insights into the trends that are near and clear as well as those that call for a wait-and-see approach. Technology trends aren't just about the wires and software - they're about improving our users' lives. Think about it...

Join us as Stephen Abram inspires us to apply new technologies that will take our enterprises over the rainbow!

## P.M. Session:

**Millennials! They're here. Deal with it!**

Co-authored by Stephen Abram, the May 1, 2004 Library Journal article "Born With The Chip" describes nine key generational mutations and the service delivery challenges that libraries face as a result. Stephen has been monitoring the unique behavior and information seeking skills of the "Millennial" generation for years, and the kids are all right! They already have lots of the skills they'll need for the future. Libraries may not thrive if we can't both adapt to this generation and develop the services they'll need well into the end of this century.

## About our speaker:

We are fortunate to be able to bring Stephen Abram, M.L.S. to Cleveland for the Betty Burrows Seminar. Stephen is an in-demand speaker who regularly presents at international library and information industry conferences, and whose professional experience spans more than 25 years. He is currently vice president, innovation for Sirsi Corporation. Previous positions include vice president, corporate development for Micromedia ProQuest; publisher, electronic information for Thomson Carswell and director of information resources for the Hay Group.

Stephen Abram is the current president of the Canadian Library Association (CLA), and past president of the Ontario Library Association. He is a former member of SLA's international board of directors, is a Fellow of SLA, and was the 2003 recipient of SLA's John Cotton Dana Award. Abram has been named one of the key people influencing the future of libraries and librarianship by Library Journal.