Annual meeting and exhibition

OFFICIAL PROGRAM

MLA’08
Connections: Bridging the Gaps
May 16–21 • Chicago

MEDICAL LIBRARY ASSOCIATION • www.mlanet.org

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Welcome to MLA ’08 and the opportunity to connect—with your colleagues, with our fabulous host city of Chicago, and with new ideas and new technologies. The meeting theme, “Connections: Bridging the Gaps,” reflects the importance of connections in our professional lives, whether they are face-to-face or technology-enhanced interactions. It also honors the past, the strong foundations of medical librarianship on which we build with new ideas and innovative tools. We stand on the shoulders of our community, past and present, as we continue to achieve and contribute. We connect past and present, knowledge and seeker, every day in our work.

The 2008 National Program Committee is excited to offer a variety of presentations, speakers, and events to foster connections among those at the meeting and with colleagues who cannot be present in person. Andrew Zolli, our McGovern lecturer, will offer a presentation customized to MLA ’08. Zolli’s strengths as a futurist and his depth of understanding of technology, sustainability, and global society will inform his exploration with us of creativity and vision in responding to a changing world and bridging gaps in our connections. Our Wednesday plenary session—“Web 2.0 Tools for Librarians: Description, Demonstration, Discussion, and Debate”—promises to be a lively and informative event in its own right, as well as being the first annual meeting plenary webcast as a connection to members in absentia.

As health information professionals, connecting is what we do best. MLA ’08 is a stellar opportunity to connect, and we invite you to immerse yourself in it. Learn, share, bridge gaps, and only connect!

– Mark E. Funk, AHIP, MLA President 2007/08

Social Networking Software to offer “Web 2.0 101: Introduction to Second Generation Web Tools,” a free online course for MLA members on social networking. This course—the first such online offering leading up to an annual meeting—bridges the continuing education webcast in March and the MLA ’08 closing plenary session and webcast in May, just as a host of papers, posters, mentoring opportunities, receptions, meals, and other chances to network and build personal connections bridge the meeting between the opening and closing plenary sessions.

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As might be expected, MLA ’08 is chock full of Web 2.0 goodness. From papers to posters, you can hear and see what other health sciences librarians are actually doing with these new tools. It all culminates on Wednesday with our first-ever live webcast of a plenary session. Even our colleagues who could not attend the meeting will be able to connect with us. Don’t miss it.

Learn all you can, but take time to reconnect with old friends and make some new friends as well. Technologies come and go, but those connections can last you a lifetime. Enjoy the magnificence of Chicago. Build many bridges, cross them, and only connect.

– Mark E. Funk, AHIP, MLA President 2007/08
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Chicago is a city of bridges. The names of three prominent Chicago bridges are used to designate MLA ’08 annual meeting sponsor levels. Bridges are an apt symbol for the connection between sponsors and attendees. MLA is grateful for the generous support of the following annual meeting sponsors:

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Radiological Society of North America
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The University of Chicago Press
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<th>Time</th>
<th>Friday May 16</th>
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<th>Sunday May 18</th>
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<td>10:00 a.m.</td>
<td><strong>MLA Board</strong></td>
<td>9 a.m.–5 p.m.</td>
<td><strong>Community Service Project</strong></td>
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<td>11:00 a.m.</td>
<td><strong>MLA Board</strong></td>
<td>9 a.m.–5 p.m.</td>
<td><strong>MLA Health Information Table</strong> 8 a.m.–2:30 p.m.</td>
<td><strong>MLA Health Information Table</strong> 8 a.m.–2:30 p.m.</td>
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<td><strong>Chapter Council Roundtables Luncheon</strong> noon–2 p.m.</td>
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<td>3:00 p.m.</td>
<td><strong>Leaders Tea</strong></td>
<td><strong>Section/Chapter Leaders</strong> 3–5:15 p.m.</td>
<td><strong>Break</strong> 3:30–4 p.m.</td>
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<td>4:00 p.m.</td>
<td><strong>Break</strong> 3:30–4 p.m.</td>
<td><strong>Poster Session</strong> 3:30–4:30 p.m.</td>
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<td>5:00 p.m.</td>
<td><strong>Section Business Meetings or Programs</strong> 4:30–6 p.m.</td>
<td><strong>Welcome Reception</strong> 5:30–7:30 p.m.</td>
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<td>6:00 p.m.</td>
<td><strong>Welcome Reception</strong> 5:30–7:30 p.m.</td>
<td><strong>Library School Reunions</strong></td>
<td><strong>Special Receptions</strong> 6–8 p.m.</td>
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<td><strong>Friends of NLM Event</strong> 7–9 p.m.</td>
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<td><strong>AMA Reception</strong> 8–10 p.m.</td>
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**CE** = Continuing education courses

Breaks include refreshments in the Hall of Exhibits, when the Hall of Exhibits is open.
To submit your promotional samples, visit www.mlanet.org/am/am2008/ for a submission form.

Be sure to visit the 2008 Public Relations Swap ‘n Shop Booth near the registration area in Chicago. The booth showcases real-world library promotions created by MLA members. While at the booth, grab a few of your colleagues’ marketing samples to take back to your library or discuss promotional ideas with representatives from MLA’s public relations consulting firm, Public Communications, Inc. (PCI). Toward the end of the meeting, PCI representatives will judge promotional samples, and the best marketing ideas will be announced at Business Meeting II on Tuesday, May 20, and in the MLA ‘08 newsletter, MLA-FOCUS, and MLA News.

Also, don’t miss out on two different marketing seminars offered this year, both of which are free. Marketing novices or those wanting a refresher course, please join us on Sunday, May 18 from 3:30–4:15 p.m. for “Marketing 100: Starting at the Bottom,” which will provide basic marketing and promotional tips. For those who have already done basic library marketing and would like more advanced marketing tips, we’ll be offering “Marketing 200: Getting to the Top,” from 11:30–12:15 p.m. on Tuesday, May 20. Both seminars will be held in the Hyatt Regency Chicago Columbus A and B room.

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MLA is proud to acknowledge the following companies for their financial commitment to the association’s mission: to foster excellence in the professional achievement and leadership of health sciences library and information professionals to enhance the quality of health care, education, and research throughout the world.

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For information on the benefits of corporate partnership and opportunities, please contact Ray Naegele at MLA headquarters, naegele@mlahq.org or 312.419.9094 x17.

**MLA ‘08 will highlight use of technology and “green” meeting concepts to promote conservation and reduce waste. Several innovations will be piloted that will help protect our environment and our well-being:**

- This year’s daily newsletter will be briefer, with fewer copies printed. The latest news will be posted in the meeting area and on the MLA’08 blog (www.npc.mlanet.org/mla08/).
- The book of abstracts will not be printed on paper. Instead the book will be available as a PDF on MLANET. Attendees may also use the online Program Planner to search and select abstracts to create custom program schedules that can be saved and downloaded.
- Reusable water bottles will be distributed to registrants
- Paper products and badge stock will be printed on recycled paper.
- Attendees can bring their own meeting bag and opt out of receiving a new one on the registration form.
- “Green” meeting concepts will be promoted among presenters and exhibitors by:
  - offering handouts electronically, so that meeting attendees can access online or download them to a jump drive rather than taking physical copies
  - printing all physical copies on recycled paper, duplexed whenever possible
  - giving away promotional items made from recycled materials or reusing them after the meeting
- Our headquarters hotel, the Hyatt Regency Chicago, joins in promoting “green” by:
  - offering guests the ability to opt out of changing towels and sheets daily, conserving water and energy
  - reclaiming recyclable materials from the trash; even though you do not see designated recycling bins, the hotel has an extensive program to direct appropriate trash into recycling:

This program was printed on recycled paper that contains 10% postconsumer waste.
**Featured Speakers**

**Sunday, May 18, 10:30 a.m.–noon**

**McGovern Lecturer: Andrew Zolli**
Sponsored by EBSCO Information Services.

Like the world around us, health sciences librarianship is constantly changing. As a profession, we need to understand and master the new technologies in wide use around us, while still maintaining the core values and contributions of our profession. We need to connect to our users, to the underserved in our communities, to a younger generation, to diverse cultures, to each other, and to new fields of knowledge and new ways of working. Join Andrew Zolli as he outlines the trends shaping our future and provides insight to help us bridge the gaps.

A brilliant, globally connected author, forecaster, and design strategist, Zolli is a dynamic leader of today’s new generation of young futurists. He has a gift for seeing patterns and strategic opportunities at the intersections of demographics, creativity, innovation, design, and technology and has been the futurist-in-residence for *American Demographics*, *Popular Science*, *National Geographic*, and National Public Radio’s *Marketplace*. Head of Z + Partners, he is the editor of *The Catalog of Tomorrow*, a visiting fellow of the Woodrow Wilson Foundation, Fidelity Fellow for Business and Society of the Boston College Center for Corporate Citizenship, and the designer of PopTech, an annual conference on the impact of technology on people. He was named an Emerging Explorer in 2004 by the National Geographic Society and has collaborated with the society on a number of forward-looking projects. He was named one of the Fast 50 for 2005 by *Fast Company* and one of 20 Outstanding Entrepreneurs Under 35 by *Red Herring*.

His service leadership positions have included two terms as chair of the National Library of Medicine National Institutes of Health Biomedical Library Review Committee, terms on the MLA National Program Committee and the *Journal of the Medical Library Association* Editorial Board, and two terms as the chair of the Nominating Committee for the Southern Chapter of MLA. He has informally mentored many of his colleagues, providing them with guidance and direction in their careers and reaching out to those just starting in their careers.

He is known as an entertaining and sometimes provocative speaker and has addressed conferences throughout the United States, including several presentations associated with the National Library of Medicine. He has also been extensively published, most recently in *Reference Services Review*. His professional and educational achievements led to his being named an MLA Fellow in 2004.

**Monday, May 19, 9:00 a.m.–10:00 a.m.**

**Janet Doe Lecturer: Thomas G. Basler, FMLA**
*There Are No More Giants: Changing Leadership for Changing Times*

The Janet Doe lecturer is an individual chosen for his or her unique perspective on the history or philosophy of medical librarianship. Thomas G. Basler, FMLA, has a long track record of leadership and innovation in the profession. In his current position as director of libraries and learning resource centers and chair of the department of library science and informatics at the Medical University of South Carolina, he has significantly improved outreach to underserved and minority populations. He previously served as the director of libraries and professor at the Medical College of Georgia, where he established the first state-of-the-art computer lab in a medical library in the Southeast, and at the New York Academy of Medicine, where he was associated with Janet Doe herself. His libraries have often been cited as cutting-edge centers of innovation.

His service leadership positions have included two terms as chair of the National Library of Medicine National Institutes of Health Biomedical Library Review Committee, terms on the MLA National Program Committee and the *Journal of the Medical Library Association* Editorial Board, and two terms as the chair of the Nominating Committee for the Southern Chapter of MLA. He has informally mentored many of his colleagues, providing them with guidance and direction in their careers and reaching out to those just starting in their careers.

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Web 2.0 Tools for Librarians: Description, Demonstration, Discussion, and Debate

The proliferation of Web 2.0 tools in libraries of all types has been rapid, unrelenting, and unsurprising. The potential of these tools to improve communication between librarians and their patrons was recognized almost immediately. From that time on, librarians have creatively adapted these applications in a largely successful effort to realize this potential.

Perhaps the most appealing feature of Web 2.0, and the reason librarians and educators were so quick to adopt it, is that it facilitates the creation of online communities and social networks. Individuals who share common interests, such as librarians and their patrons, can now be brought together in an interactive space highly conducive to collaboration, cooperation, and creativity.

“Web 2.0 Tools for Libraries: Description, Demonstration, Discussion, and Debate” will explore how librarians can use social networking applications to create these communities. The session will feature demonstrations of the principal Web 2.0 tools, suggestions for their use in libraries, and a panel discussion, moderated by MLA President Mark E. Funk, AHIP, in which leading proponents of social networking software explore the present status and possible future directions of Web 2.0.

Presenters and panelists include:

- Amanda Etches-Johnson, User Experience Librarian, McMaster University, Hamilton, ON, Canada
- Bart Ragon, Assistant Director for Library Technology and Development, Claude Moore Health Sciences Library, University of Virginia–Charlottesville
- Melissa Rethlefsen, Assistant Professor of Medical Education and Education Technology Librarian, Learning Resource Center, Mayo Clinic College of Medicine, Rochester, MN
- David Rothman, Information Services Specialist, Community General Hospital Medical Library, Syracuse, NY, and blogger at www.davidrothman.net, which informs readers of the latest web tools and technologies relevant to health information needs and medical libraries
- Moderator: Mark E. Funk, AHIP, Head, Collection Development, Samuel J. Wood Library, Weill Cornell Medical College, New York, NY

Looking for the abstracts?

Go to www.mlanet.org/am/am2008/pdf/08_abstracts.pdf. The switch to an online-only abstracts book is one of the major green initiatives at MLA ’08, saving an estimated 84,000 sheets of paper or approximately 10 trees.
GENERAL INFORMATION

Academy of Health Information Professionals Q&A Session
The Academy of Health Information Professionals (AHIP) is MLA’s professional development and career recognition program. MLA ’08 attendees are eligible to earn up to one point of academy credit per meeting day, for up to three days per year. In addition, the academy recognizes contact hours earned through continuing education courses and symposia. Plan to attend the Academy Q&A Session on Monday, May 19, from 1:30 p.m.–2:30 p.m. in the Acapulco Room.

Americans with Disabilities Act
The Hyatt Regency Chicago’s meeting rooms, guest rooms, common areas, and transportation services all comply with the Americans with Disabilities Act. If you need any auxiliary aids and services identified in the Americans with Disabilities Act, please contact the meeting planner at the MLA Registration Desk.

Business Services
The Hyatt Regency Chicago offers a full-service business center with one-stop shopping for all your business needs: copies, transparencies, tabs, covers, secretarial services, faxing, shipping, portable communications, computer and office equipment rentals, on-site computers and software, digital pagers, notary public, and high-speed DSL Internet access. Open Monday through Friday, 6:00 a.m.–7:00 p.m.; Saturday, 8:00 a.m.–5:00 p.m.; and Sunday, 9:00 a.m.–6:00 p.m.

CD-ROM of MLA ’08
Sponsored by the New England Journal of Medicine
If you would like to order the CD-ROM at the special meeting discount price of $40, be sure to order by Tuesday, May 20, at the MLA Registration Desk. After May 20, onsite sales end along with the discount. After May 20, place CD orders at www.mlanet.org or by mail, at the post-meeting price of $99. The CD-ROM is included with the Super Inclusive and Super Inclusive Plus Internet meeting packages (packages A and E). The CD-ROM will be mailed within five weeks after the meeting.

Child Care
All guests and children must have badges to attend meetings or events. Complimentary badges are available at the MLA Registration Desk. Please note: Children under thirteen are not permitted in the exhibit hall. Please contact the Hyatt Regency Chicago concierge for names of local child care agencies.

Exhibit Hall Hours
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<td>Sunday, May 18</td>
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Colleague Connection
If you signed up for Colleague Connection and have questions, come to the Member Resource Room.

Hospitality Center
Sponsored by CyberTools for Libraries
MLA Registration Area
Discover Chicago! Make the Hospitality Center your first stop for maps and information about local attractions. Local Assistance Committee members and other area experts will be on hand to answer questions.

Information Desk
The Information Desk is part of the Registration Center. You may leave messages for members of the Board of Directors, MLA staff, or colleagues or stop by if you have questions.

Internet Café
Sponsored by Elsevier
Riverside Center Exhibition Hall

Job Placement Center
Grand Suite 5
The center is the place to be if you are a job seeker or an employer looking to hire. Late applications are accepted through Monday, May 19. Employers are assessed fees; there are no fees for job seekers to use the MLA Job Placement Center. Required forms are available for download at www.mlanet.org/am/am2008/events/placement.html.

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<td>9:00 a.m.–11:00 a.m. and 2:00 p.m.–5:00 p.m.</td>
</tr>
<tr>
<td>Tuesday, May 20</td>
<td>9:00 a.m.–5:00 p.m.</td>
</tr>
</tbody>
</table>

Lost and Found
Please bring any found items to the Information Desk, located in the Registration Center.

Unless otherwise indicated, all meetings will take place at the Hyatt Regency Chicago.
Member Resource Room
Grand Suite 5

For your convenience, a photocopier, Windows-based computers, and a laser printer will be available for association business. Equipment use is available on a first-come, first-served basis. Please bring your own USB drives, 100MB ZIP disks, or 3.5” floppy diskettes. See Job Placement Center for service hours. This room has no Internet access; please visit the Internet Cafe for online access.

Message Center
Leave messages for or pick up messages from members or colleagues on the message boards near the onsite Registration Center, which are organized by last name.

MLA ’09
Stop by the MLA ’09 booth in the Exhibit Hall to learn about next year’s annual meeting in Hawai‘i. Members of the 2009 National Program and Local Assistance Committees will be on hand to provide information and answer questions.

Representatives from Hilton Hotels will explain the benefits of joining the Hilton HHonors program. Benefits can be significant because Hilton Hotels will be used in four out of the next five MLA meetings. Staff from the Hawai‘i Convention Center will provide useful travel information and helpful advice.

MLA Connection Booth
Learn about MLA’s newest programs and services and pick up materials. MLA staff will be on hand to answer questions. The booth consists of:

• Grants and Scholarship Booth (MLA Store): Make a donation to support the MLA grants and scholarship program, and take home a unique gift for a friend, family member, or yourself! Cash, checks, Visa, MasterCard, American Express, and Discover cards are accepted.

Hours
Saturday, May 17 10:30 a.m.–7:30 p.m.
Sunday, May 18 8:30 a.m.–5:00 p.m.
Monday, May 19 8:30 a.m.–noon and 1:30 p.m.–5:00 p.m.
Tuesday, May 20 8:30 a.m.–3:00 p.m.

• Public Relations Swap ‘n’ Shop: The MLA Public Relations Swap ‘n’ Shop gives attendees the opportunity to share library marketing ideas and samples and discuss marketing/promotion strategies with representatives from MLA’s public relations consultant, Public Communications, Inc.

• MLA Publishing: Purchase MLA publications at discounted meeting rates at the MLA Store.

• Section Council: Membership brochures from MLA sections will be available, and section council members will be on hand to answer questions.

• Chapter Council: Learn about the fourteen geographic MLA chapters. Check out chapter newsletters, projects, and membership information.

Newsletter
Hyatt Regency Chicago

Sharing news at this year’s MLA meeting will be “greener” as members of the Local Assistance Committee (LAC) experiment with alternative methods of communicating. Traditionally, a print newsletter provides information not in the meeting program book. Articles on new exhibitors, promotion of sessions, corrections to the program, informal meeting announcements, exhibit hall winners, social events, and safety issues have all appeared. While a newsletter will continue, the LAC will also share information in other ways. The newsletter will be reduced in length, and recycling opportunities will be available. Information will also be posted on white boards in high-traffic areas at the meeting blog www.npc.mlanet.org/mla08/. Prefer an electronic format? All newsletter and white-board entries will also be posted to the meeting blog. The hotel monitors (public and in the rooms) will provide information on session location changes. To contribute items to the newsletter, whiteboards, or blog please send an email to meeting.news@gmail.com or place announcements in the labeled boxes at the Hospitality Booth and the Member Resource Room. We will accept items Friday, May 16, through Tuesday, May 20.

Registration Hours
Meeting materials will be distributed at the MLA Registration Desk located in the Hyatt Regency Chicago, Grand Ballroom Foyer.

Thursday, May 15 4:00 p.m.–7:00 p.m.
Friday, May 16 7:00 a.m.–7:00 p.m.
Saturday, May 17 7:00 a.m.–7:00 p.m.
Sunday, May 18 7:00 a.m.–5:00 p.m.
Monday, May 19 7:00 a.m.–5:00 p.m.
Tuesday, May 20 7:00 a.m.–5:00 p.m.
Wednesday, May 21 7:00 a.m.–10:30 a.m. and noon–1:30 p.m.

Relaxation Station
Sponsored by McGraw-Hill

Speaker Ready Room
Skyway 261 is available for those making presentations during the meeting.

Travel Safety
To enjoy your stay, please take a few moments to read the Safety Tips for Annual Meeting Attendees in your meeting portfolio or online at www.mlanet.org/am/am2008/travel/safety.html.

Voting Rights
You are eligible to vote at the MLA business meeting if you hold an MLA membership in at least one of these categories: Regular (including Introductory), Life, Fellow, Emeritus, Student, or authorized Institutional Representative. Voting paddles are available at the MLA Registration Desk.
All meetings take place in the Hyatt Regency Chicago. This list includes all official MLA meetings for committees, task forces, councils, sections, and special interest groups (SIGs). Section programming details, including room assignments, appear in the Daily Program on pages 21–38.

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Start</th>
<th>End</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009 National Program Committee</td>
<td>Saturday, May 17</td>
<td>noon</td>
<td>4:30 p.m.</td>
<td>Wright</td>
</tr>
<tr>
<td>2010 National Program Committee</td>
<td>Monday, May 19</td>
<td>7:00 a.m.</td>
<td>9:00 a.m.</td>
<td>San Francisco</td>
</tr>
<tr>
<td>Ad Hoc Committee for Advocating Scholarly Communication</td>
<td>Monday, May 19</td>
<td>10:00 a.m.</td>
<td>11:30 a.m.</td>
<td>Skyway 269</td>
</tr>
<tr>
<td>African American Medical Librarians Alliance SIG</td>
<td>Monday, May 19</td>
<td>7:00 a.m.</td>
<td>9:00 a.m.</td>
<td>Acapulco</td>
</tr>
<tr>
<td>Awards Committee</td>
<td>Monday, May 19</td>
<td>7:30 a.m.</td>
<td>9:00 a.m.</td>
<td>Comiskey</td>
</tr>
<tr>
<td>Benchmarking Chapter Liaison Meeting</td>
<td>Tuesday, May 20</td>
<td>11:30 a.m.</td>
<td>12:30 p.m.</td>
<td>Skyway 272</td>
</tr>
<tr>
<td>Benchmarking Network Editorial Board</td>
<td>Tuesday, May 20</td>
<td>7:00 a.m.</td>
<td>9:00 a.m.</td>
<td>San Francisco</td>
</tr>
<tr>
<td>Books Panel Committee</td>
<td>Saturday, May 17</td>
<td>9:00 a.m.</td>
<td>4:00 p.m.</td>
<td>Horner</td>
</tr>
<tr>
<td>Bylaws Committee</td>
<td>Tuesday, May 20</td>
<td>7:30 a.m.</td>
<td>9:00 a.m.</td>
<td>Skyway 269</td>
</tr>
<tr>
<td>Cancer Librarians Section Business Meeting</td>
<td>Tuesday, May 20</td>
<td>4:30 p.m.</td>
<td>6:00 p.m.</td>
<td>Atlanta</td>
</tr>
<tr>
<td>Chapter Continuing Education Chairs</td>
<td>Tuesday, May 20</td>
<td>8:00 a.m.</td>
<td>9:00 a.m.</td>
<td>Atlanta</td>
</tr>
<tr>
<td>Chapter Council</td>
<td>Saturday, May 17</td>
<td>8:00 a.m.</td>
<td>4:00 p.m.</td>
<td>Columbus A and B</td>
</tr>
<tr>
<td>Chapter Treasurers</td>
<td>Monday, May 19</td>
<td>3:30 p.m.</td>
<td>4:30 p.m.</td>
<td>San Francisco</td>
</tr>
<tr>
<td>Chiropractic Libraries Section Business Meeting</td>
<td>Monday, May 19</td>
<td>7:00 a.m.</td>
<td>9:00 a.m.</td>
<td>DuSable</td>
</tr>
<tr>
<td>Clinical Librarians and Evidence-Based Health Care SIG</td>
<td>Tuesday, May 20</td>
<td>11:30 a.m.</td>
<td>12:30 p.m.</td>
<td>New Orleans</td>
</tr>
<tr>
<td>Collection Development Section</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Meeting</td>
<td>Monday, May 19</td>
<td>4:30 p.m.</td>
<td>6:00 p.m.</td>
<td>Toronto</td>
</tr>
<tr>
<td>Executive Meeting</td>
<td>Sunday, May 18</td>
<td>7:00 a.m.</td>
<td>9:00 a.m.</td>
<td>Skyway 272</td>
</tr>
<tr>
<td>Complementary and Alternative Medicine SIG</td>
<td>Sunday, May 18</td>
<td>3:30 p.m.</td>
<td>4:30 p.m.</td>
<td>New Orleans</td>
</tr>
<tr>
<td>Consumer and Patient Health Information Section</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Meeting</td>
<td>Monday, May 19</td>
<td>6:00 p.m.</td>
<td>8:00 p.m.</td>
<td>Comiskey</td>
</tr>
<tr>
<td>Executive Board Meeting</td>
<td>Sunday, May 18</td>
<td>4:30 p.m.</td>
<td>6:00 p.m.</td>
<td>Skyway 273</td>
</tr>
<tr>
<td>Continuing Education Committee</td>
<td>Wednesday, May 21</td>
<td>7:00 a.m.</td>
<td>9:00 a.m.</td>
<td>Columbus G</td>
</tr>
<tr>
<td>Corporate Information Services Section Business Meeting</td>
<td>Sunday, May 18</td>
<td>7:30 a.m.</td>
<td>9:00 a.m.</td>
<td>Skyway 269</td>
</tr>
<tr>
<td>Credentialing Committee</td>
<td>Friday, May 16</td>
<td>7:00 p.m.</td>
<td>10:00 p.m.</td>
<td>Columbus A, B, C, and D</td>
</tr>
<tr>
<td>Dental Section Business Meeting</td>
<td>Tuesday, May 20</td>
<td>7:00 a.m.</td>
<td>9:00 a.m.</td>
<td>Skyway 272</td>
</tr>
<tr>
<td>Department of the Army Medical Command Libraries SIG</td>
<td>Sunday, May 18</td>
<td>3:30 p.m.</td>
<td>4:30 p.m.</td>
<td>Skyway 269</td>
</tr>
<tr>
<td>Department of Veterans Affairs Librarians SIG</td>
<td>Tuesday, May 20</td>
<td>11:30 a.m.</td>
<td>1:30 p.m.</td>
<td>Skyway 260</td>
</tr>
<tr>
<td>Educational Media and Technologies Section Business Meeting</td>
<td>Sunday, May 18</td>
<td>4:30 p.m.</td>
<td>6:00 p.m.</td>
<td>New Orleans</td>
</tr>
<tr>
<td>Federal Libraries Section Business Meeting</td>
<td>Sunday, May 18</td>
<td>4:30 p.m.</td>
<td>6:00 p.m.</td>
<td>Gold Coast</td>
</tr>
<tr>
<td>Fellows of MLA</td>
<td>Sunday, May 18</td>
<td>3:30 p.m.</td>
<td>4:30 p.m.</td>
<td>Acapulco</td>
</tr>
<tr>
<td>Governmental Relations Committee</td>
<td>Monday, May 19</td>
<td>7:30 a.m.</td>
<td>9:00 a.m.</td>
<td>Hong Kong</td>
</tr>
<tr>
<td>Grants and Scholarships Committee</td>
<td>Wednesday, May 21</td>
<td>7:30 a.m.</td>
<td>9:00 a.m.</td>
<td>Columbus C and D</td>
</tr>
<tr>
<td>Health Association Libraries Section Business Meeting</td>
<td>Monday, May 19</td>
<td>4:30 p.m.</td>
<td>6:00 p.m.</td>
<td>Offsite: Alzheimer's Association</td>
</tr>
<tr>
<td>History of the Health Sciences Section Business Meeting</td>
<td>Sunday, May 18</td>
<td>7:00 a.m.</td>
<td>9:00 a.m.</td>
<td>Skyway 273</td>
</tr>
<tr>
<td>Hospital Libraries Section</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Meeting and Reception</td>
<td>Sunday, May 18</td>
<td>6:00 p.m.</td>
<td>7:30 p.m.</td>
<td>Crystal A</td>
</tr>
<tr>
<td>Committee Meetings</td>
<td>Tuesday, May 20</td>
<td>7:00 a.m.</td>
<td>9:00 a.m.</td>
<td>Wrigley</td>
</tr>
<tr>
<td>Executive Board Meeting</td>
<td>Monday, May 19</td>
<td>7:00 a.m.</td>
<td>9:00 a.m.</td>
<td>Buckingham</td>
</tr>
<tr>
<td>International Cooperation Section Business Meeting</td>
<td>Monday, May 19</td>
<td>7:30 a.m.</td>
<td>9:00 a.m.</td>
<td>Addams</td>
</tr>
<tr>
<td>JMLA Editorial Board</td>
<td>Sunday, May 18</td>
<td>7:30 a.m.</td>
<td>8:30 a.m.</td>
<td>New Orleans</td>
</tr>
<tr>
<td>Leaders Tea</td>
<td>Saturday, May 17</td>
<td>3:00 p.m.</td>
<td>5:15 p.m.</td>
<td>Columbus C, D, E, and F</td>
</tr>
<tr>
<td>Leadership and Management Section</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Meeting</td>
<td>Tuesday, May 20</td>
<td>4:30 p.m.</td>
<td>6:00 p.m.</td>
<td>Crystal A</td>
</tr>
<tr>
<td>Executive Board Meeting</td>
<td>Tuesday, May 20</td>
<td>7:00 a.m.</td>
<td>9:00 a.m.</td>
<td>Toronto</td>
</tr>
<tr>
<td>Joseph Leiter NLM/MLA Lectureship Committee</td>
<td>Wednesday, May 21</td>
<td>7:00 a.m.</td>
<td>9:00 a.m.</td>
<td>Skyway 269</td>
</tr>
</tbody>
</table>
### MLA Unit Meetings Schedule

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lesbian, Gay, Bisexual, and Transgendered Health Science Librarians SIG</td>
<td>Tuesday, May 20</td>
<td>11:30 a.m.</td>
<td>Atlanta</td>
</tr>
<tr>
<td>Libraries in Curriculum SIG</td>
<td>Monday, May 19</td>
<td>6:00 p.m.</td>
<td>Ogden</td>
</tr>
<tr>
<td>Library Marketing SIG</td>
<td>Tuesday, May 20</td>
<td>7:00 a.m.</td>
<td>New Orleans</td>
</tr>
<tr>
<td>Donald A. B. Lindberg Research Fellowship Jury Committee Meeting</td>
<td>Tuesday, May 20</td>
<td>8:00 a.m.</td>
<td>Hong Kong</td>
</tr>
<tr>
<td>Medical Informatics Section Business Meeting</td>
<td>Monday, May 19</td>
<td>7:00 a.m.</td>
<td>Water Tower</td>
</tr>
<tr>
<td>Medical Library Education Section Business Meeting</td>
<td>Monday, May 19</td>
<td>3:30 p.m.</td>
<td>Skyway 273</td>
</tr>
<tr>
<td>Membership Committee</td>
<td>Tuesday, May 20</td>
<td>7:00 a.m.</td>
<td>Columbus A and B</td>
</tr>
<tr>
<td>Mental Health SIG</td>
<td>Monday, May 19</td>
<td>3:30 p.m.</td>
<td>Skyway 269</td>
</tr>
<tr>
<td>MLA Board of Directors Meeting</td>
<td>Friday, May 16</td>
<td>9:00 a.m. noon</td>
<td>Wright</td>
</tr>
<tr>
<td>MLANET Editorial Board</td>
<td>Monday, May 19</td>
<td>7:00 a.m.</td>
<td>Skyway 269</td>
</tr>
<tr>
<td>Moderator Orientation Session</td>
<td>Saturday, May 17</td>
<td>3:00 p.m.</td>
<td>Skyway 260</td>
</tr>
<tr>
<td>Molecular Biology and Genomics SIG</td>
<td>Monday, May 19</td>
<td>7:00 a.m.</td>
<td>McCormick</td>
</tr>
<tr>
<td>New Members SIG</td>
<td>Monday, May 19</td>
<td>6:00 p.m.</td>
<td>Toronto</td>
</tr>
<tr>
<td>Nominating Committee (invitation only)</td>
<td>Saturday, May 17</td>
<td>8:00 a.m.</td>
<td>Ogden</td>
</tr>
<tr>
<td>Nursing and Allied Health Resources Section</td>
<td>Monday, May 19</td>
<td>4:30 p.m.</td>
<td>Hong Kong</td>
</tr>
<tr>
<td>Executive Board Meeting</td>
<td>Monday, May 19</td>
<td>7:00 a.m.</td>
<td>Field</td>
</tr>
<tr>
<td>OCLC SIG</td>
<td>Sunday, May 18</td>
<td>3:30 p.m.</td>
<td>Water Tower</td>
</tr>
<tr>
<td>Oral History Committee</td>
<td>Wednesday, May 21</td>
<td>7:00 a.m.</td>
<td>Soldier Field</td>
</tr>
<tr>
<td>Osteopathic Libraries SIG</td>
<td>Monday, May 19</td>
<td>7:30 a.m.</td>
<td>New Orleans</td>
</tr>
<tr>
<td>Outreach SIG</td>
<td>Wednesday, May 21</td>
<td>7:00 a.m.</td>
<td>Columbus H</td>
</tr>
<tr>
<td>Pediatric Libraries SIG</td>
<td>Monday, May 19</td>
<td>3:30 p.m.</td>
<td>New Orleans</td>
</tr>
<tr>
<td>Pharmacy and Drug Information Section Business Meeting</td>
<td>Monday, May 19</td>
<td>7:00 a.m.</td>
<td>Skyway 260</td>
</tr>
<tr>
<td>Professional Recruitment and Retention Committee</td>
<td>Monday, May 19</td>
<td>7:00 a.m.</td>
<td>Skyway 273</td>
</tr>
<tr>
<td>Public Health/Health Administration Section Business Meeting</td>
<td>Tuesday, May 20</td>
<td>7:00 a.m.</td>
<td>Water Tower</td>
</tr>
<tr>
<td>Public Services Section</td>
<td>Business Meeting</td>
<td>4:30 p.m.</td>
<td>Buckingham</td>
</tr>
<tr>
<td>Relevant Issues Section Business Meeting</td>
<td>Tuesday, May 20</td>
<td>7:00 a.m.</td>
<td>Buckingham</td>
</tr>
<tr>
<td>Research Section</td>
<td>Business Meeting</td>
<td>4:30 p.m.</td>
<td>Water Tower</td>
</tr>
<tr>
<td>The Research Connection</td>
<td>Sunday, May 18</td>
<td>7:00 a.m.</td>
<td>Water Tower</td>
</tr>
<tr>
<td>Retired Librarians SIG</td>
<td>Monday, May 19</td>
<td>3:30 p.m.</td>
<td>Field</td>
</tr>
<tr>
<td>Section Continuing Education Chairs</td>
<td>Monday, May 19</td>
<td>8:00 a.m.</td>
<td>Skyway 272</td>
</tr>
<tr>
<td>Section Council</td>
<td>Saturday, May 17</td>
<td>8:00 a.m.</td>
<td>Columbus G and H</td>
</tr>
<tr>
<td>Section Program Planners</td>
<td>Saturday, May 17</td>
<td>4:15 p.m.</td>
<td>Columbus A and B</td>
</tr>
<tr>
<td>Section Treasurers</td>
<td>Tuesday, May 20</td>
<td>1:00 p.m.</td>
<td>Atlanta</td>
</tr>
<tr>
<td>Task Force on Librarians without Borders™</td>
<td>Monday, May 19</td>
<td>2:00 p.m.</td>
<td>San Francisco</td>
</tr>
<tr>
<td>Task Force on MLA/NLM Joint Electronic Personal Health Record</td>
<td>Tuesday, May 20</td>
<td>7:30 a.m.</td>
<td>Soldier Field</td>
</tr>
<tr>
<td>Technical Services Section</td>
<td>Business Meeting #1</td>
<td>4:30 p.m.</td>
<td>Water Tower</td>
</tr>
<tr>
<td>Business Meeting #2</td>
<td>Tuesday, May 20</td>
<td>7:00 a.m.</td>
<td>Skyway 260</td>
</tr>
<tr>
<td>Veterinary Medical Libraries Section</td>
<td>Business Meeting</td>
<td>4:30 p.m.</td>
<td>Hong Kong</td>
</tr>
<tr>
<td>Executive Committee Meeting</td>
<td>Sunday, May 18</td>
<td>7:00 a.m.</td>
<td>Skyway 260</td>
</tr>
<tr>
<td>Vision Science SIG</td>
<td>Monday, May 19</td>
<td>7:00 a.m.</td>
<td>Gold Coast</td>
</tr>
<tr>
<td>Vital Pathways for Hospital Librarians</td>
<td>Document Task Force</td>
<td>10:30 a.m. noon</td>
<td>San Francisco</td>
</tr>
<tr>
<td></td>
<td>Medical Education</td>
<td>7:00 a.m.</td>
<td>San Francisco</td>
</tr>
<tr>
<td></td>
<td>Steering Committee</td>
<td>12:30 p.m.</td>
<td>San Francisco</td>
</tr>
</tbody>
</table>
CE Courses

Continuing education (CE) courses are a great way to stay at the forefront of the health information profession. On-site registration of CE courses is available, however, some courses might have reached their attendance maximum and be closed. Visit the MLA Registration Center to view course descriptions, course level, prerequisites, instructors, and MLA CE contact hours. Details are also available at www.mlanet.org/am/am2008/ce/.

Full-day CE course: 8 hours
Six-hour CE course: 6 hours
Half-day a.m. or p.m. CE course: 4 hours

COURSE SUITES

Consumer Health Information Specialist Program
These courses present the latest resources and ideas in the consumer health information field.

Digital Libraries
These courses focus on aspects of digital libraries.

Evidenced-based Practice
These courses emphasize the librarians’ role in the practices of evidence-based health care.

Expert Searcher Training Initiative
These courses emphasize librarians’ roles as expert searchers in health care and biomedical research.

Management Track
These courses address topics relevant to library administration for current managers and individuals with an interest in management.

Hands-on Courses/Offsite Locations
All courses except for those noted below are held at the Hyatt Regency Chicago. Transportation will not be provided unless indicated below. Maps are available at the MLA Registration Center and Hospitality Center.

CE304: CTS, 444 North Wabash Avenue, Suite 201
CE500: Metropolitan Library System
224 South Michigan Avenue, Suite 680
CE501: CTS, 444 North Wabash Avenue, Suite 201
CE502 Transportation provided: University of Illinois–Chicago, 1750 West Polk Street
CE601: CTS, 444 North Wabash Avenue, Suite 201
CE800: Northwestern Hospital Conference Center
Third Floor Feinberg Pavilion, 251 East Huron Street

PROFESSIONAL COMPETENCIES

Courses are organized in tracks according to the professional competency areas described in Competencies for Lifelong Learning and Professional Success, MLA’s educational policy statement (www.mlanet.org/education/policy/).

100s Health sciences and health care environment and information policies
200s Leadership and management theory and techniques
300s Health sciences information services
400s Health sciences information resource management
500s Information systems and technology
600s Curricular design and instruction
700s Research, analysis, and interpretation

Friday, May 16

8:00 a.m.–5:00 p.m.

207 Cheap, Fast, and Decent Strategic Planning for Medical Libraries: What You Can Do with the Time You Have
Water Tower

10:00 a.m.–5:00 p.m.

205 Measuring Your Impact: Using Evaluation to Demonstrate Value
Gold Coast

208 Planning and Managing the Consumer Health Library
Columbus A and B

8:00 a.m.–noon

100 Ethical Concerns for Health Sciences Librarians
Toronto

102 Communicating with Physicians: For Librarians
Atlanta

306 An Introduction to the Healthcare Cost and Utilization Project (HCUP): A Resource for Medical Librarians
Acapulco

1:00 p.m.–5:00 p.m.

201 The Art of Building and Sustaining Community Partnerships
San Francisco
CE Courses

301 Measure for Measure: Locating Information on Health Measurement Tools
   Acapulco

500 Assessing Library Training Needs
   Columbus C and D

502 Distance Education: Supporting Anywhere, Anytime Learning
   Atlanta

704 Understanding Health Care Literature: A Primer for Working with Evidence-based Health Care Principles
   Toronto

Saturday, May 17
8:00 a.m.–5:00 p.m.

101 The PhD Experience: Graduate School in the Basic Biomedical Sciences
   Hong Kong

204 Practical Project Management for the Solo Librarian: Getting It Done When You Are the Only One
   Atlanta

206 Introduction to Financial Management for Health Sciences Librarians
   Water Tower

304 Medical Subject Headings (MeSH) for Searchers
   Offsite facility

400 Electronic Collection Development for Health and Medicine E-Libraries
   Wrigley

Symposium

800 Patient Education and Consumer Health Libraries: Collaborating for Improved Patient Care
   Sponsored by the Consumer and Patient Health Information Section, Gale, and Northwestern Memorial Hospital
   Offsite facility

8:00 a.m.–3:00 p.m.

401 First Do No Harm: Basic Strategies for Administering Archival Materials in Health Sciences Libraries
   New Orleans

501 Technology Planning for Health Sciences Librarians
   Offsite facility

702 Teaching Clinical Skills to Medical Librarians
   Gold Coast

8:00 a.m.–noon

200 Gaining Leadership Skills without Formally Supervising People
   San Francisco

305 The Community Health Status Indicators (CHSI) Project: An Important Resource for Determining and Improving Community Health
   DuSable

700 Knowledge Transfer: Moving from Best Evidence to Best Practice
   Toronto

705 Finding the Evidence: Evidence-based Practice in Nursing
   Acapulco

1:00 p.m.–5:00 p.m.

203 Grant Writing
   San Francisco

303 ABCs of DNA: Unraveling the Mystery of Genetics Information for Consumers
   DuSable

307 Getting Started with Information Outreach in Minority Communities
   Acapulco

701 Evidence-based Medicine (EBM): Introduction to Study Design and Critical Appraisal
   Comiskey

703 Understanding Health Care Literature: Advanced Critical Appraisal
   Toronto

Wednesday, May 21
12:30–5:00 p.m.

Symposium

801 Not-so Dangerous Liaisons: Best Practices for Library Liaison Work
   Columbus A, B, C and D
   Sponsored by the Educational Media and Technologies Section

1:00 p.m.–5:00 p.m.

500 Geeks Bearing Gifts: Unwrapping New Technology Trends
   Offsite facility

502 Introduction to Blogs and Wikis
   Offsite facility
This section provides a daily schedule and location of official activities related to MLA ’08 but excludes MLA unit meetings, which are listed on pages 16–17. It includes receptions, section programming by sponsor and theme, Sunrise Seminars, Technology Showcases, and informal meetings. Consult the index on page 65–69 for a quick reference to section activities.

Listed events are open to all registered attendees unless otherwise noted.
PsycCRITIQUES, and PsycEXTRA. The session will highlight the needs of health sciences libraries. Topics will include new health-related coverage and terminology and emerging research in areas such as public health, patient education, and treatment adherence.

**EBSCO Information Services Sunrise Seminar:**
**DynaMed**
Columbus C and D

Learn about DynaMed, the only evidence-based reference shown to answer most clinical questions during practice. Designed for use at the point of care, DynaMed provides the best available evidence and the ability to integrate with electronic medical records (EMRs). DynaMed is updated daily and includes unlimited remote access through the web and via PDA.

**Elsevier Sunrise Seminar:** Elsevier’s New Clinical Solutions
Columbus G and H

See how our clinical solutions can enhance your hospital holdings. *Journals Consult*: add e-access to all of your Elsevier journals; *Procedures Consult*: online procedure reference/training tool; *MD Consult*: our recommended results give better answers; *eClips Consult*: keep current with top articles in health care with expert commentary.

**Ovid Sunrise Seminar:** Meeting the Needs of Nursing Professionals
Acapulco

In recent years the information needs of nursing professionals have changed significantly. Bibliographically based tools are no longer sufficient to meet the demands of today’s nurse in practice, initial training, continuing medical education, management, or research. A new type of resource is required that understands the nurse’s needs and responds with relevant, authoritative, and comprehensive practice-oriented, reference, and educational full-text materials, focused on evidence-based and patient care practice agendas, among others.

Mark Barragry, director of Ovid’s Nursing Program, will speak on the company’s research into how the information environment is changing for nurses and how Ovid’s portfolio is developing to meet these new needs, including the launch of its major new nursing product initiative in fall 2008.

**Rittenhouse Sunrise Seminar:** The R2 Digital Library: E-Books Maximized
San Francisco

The R2 Digital Library is an electronic book platform that offers a unique business model for digital content. It enables the purchase of individual resources from multiple publishers, on one platform. The R2 Digital Library offers access to more than 400 searchable health sciences titles from 25 health sciences publishers.

**Thomson Scientific Sunrise Seminar**
Columbus A and B

Showcasing new translational research resource:
- **Investigator Portal**: comprehensive research for all stages of disease investigation and therapeutic regimens
- **BONDplus**: public and proprietary sequence, interaction, and related interactome information
- **Thomson Collexis Dashboards**: custom datasets on therapeutic areas or diseases, providing unique data mining, display, and predictive potential

**Wiley-Blackwell Sunrise Seminar**
Columbus K and L

Please join us to learn more about medical and health sciences resources from Wiley-Blackwell. Don’t miss this opportunity to get hands-on tips and insight on how to use The Cochrane Library and Essential Evidence Plus. A continental breakfast will be served. Special guest speaker: Carol Lefebvre, Senior Information Specialist, UK Cochrane Collaboration, Oxford, United Kingdom

7:00 a.m.–9:00 a.m.

**Informal Meetings**

**Go Local Discussion Session**
Toronto
National Network of Libraries of Medicine, Middle Atlantic Region Strategic Plan Launch
Hong Kong

New Members and First-time Attendees Breakfast
Regency Ballroom A

Ticketed event.

9:00 a.m.–10:00 a.m.

**Plenary Session I:** Welcome to MLA ’08/Presidential Address
Grand Ballroom

**Presiding:** Mark E. Funk, AHIP, MLA President, 2007/08

Welcome from the President
Mark E. Funk, AHIP, MLA President 2007/08, and Head, Collection Development, Weill Medical College of Cornell University, Samuel J. Wood Library, New York, NY
Welcome from the Midwest Chapter
Mary J. Markland, AHIP, President, Midwest Chapter of MLA, and SE Clinical Campus Librarian, Library of the Health Sciences, University of North Dakota School of Medicine and Health Sciences–Fargo

Welcome from the 2008 National Program Committee
Jane L. Blumenthal, AHIP, Cochair, 2008 National Program Committee (NPC), and Director, Health Sciences Libraries, University of Michigan–Ann Arbor; Lora L. Thompson, AHIP, Cochair, 2008 NPC, and Director, Baker-Berry Library, Dartmouth College, Hanover, NH; James Shedlock, AHIP, FMLA, Cochair, Local Assistance Committee, 2008 NPC, and Director, Galter Health Sciences Library, Northwestern University Feinberg School of Medicine, Chicago, IL; and Christine Frank, AHIP, Cochair, Local Assistance Committee, 2008 NPC, and Director, Library of Rush University Medical Center, Rush University Medical Center, Chicago, IL

Presidential Address
Mark E. Funk, AHIP, MLA President 2007/08

10:30 a.m.–noon
Plenary Session II: The John P. McGovern Lecture
Established with a donation from the John P. McGovern Foundation, Houston, TX.

Sponsored by EBSCO Information Services
Introduction of video: Elizabeth K. Eaton, Executive Director, Houston Academy of Medicine–Texas Medical Center Library, Houston, Texas

Video honoring John P. McGovern, receiving the American Medical Association Foundation’s President Award presented February 12, 2007, at the Excellence in Medicine Awards ceremony in Washington, DC, was produced by the American Medical Association. Video was directed by Bryant Boutwell, Associate Dean for Community Affairs and Professional Education, University of Texas Medical School–Houston, and narrated by Pete Friedmann, an independent communications and marketing consultant.

Introduction: Jane L. Blumenthal, AHIP, Director, Health Sciences Libraries, University of Michigan–Ann Arbor
Lecturer: Andrew Zolli, Founder, Z+ Inc.; Curator, Pop!Tech conference; Fellow, National Geographic, Director of National Geographic Society Picture the Future Project

noon–12:30 p.m.
Technology Showcase
EBSCO: GIDEON
Riverside Center Exhibition Hall

Demonstrated by Steven Berger: Explore Global Infectious Disease and Epidemiology Network (GIDEON), the world’s premier global infectious diseases database. This point-of-care clinical decision support system provides a current, evidence-based resource for diagnosis, treatment, and teaching in the fields of tropical and infectious diseases, epidemiology, and microbiology in all countries.

noon–2:00 p.m.
Chapter Council Presents Sharing Roundtables
Sponsored by J.A. Majors and UBP Library Services (Baker and Taylor Companies)
Regency Ballroom A and B
Ticketed Event. No onsite ticket sales.

noon–5:00 p.m.
Hall of Exhibits Open
Riverside Center Exhibition Hall

1:00 p.m.–1:30 p.m.
Technology Showcase
The R2 Digital Library: E-books Maximized
Riverside Center Exhibition Hall

The R2 Digital Library is an electronic book platform that offers a unique business model for digital content. It enables the purchase of individual resources from multiple publishers, on 1 platform. The R2 Digital Library offers access to more than 400 searchable health sciences titles from 25 health sciences publishers.

2:00 p.m.–3:30 p.m.
MLA Business Meeting I
Grand Ballroom
Presiding: Mark E. Funk, AHIP, MLA President 2007/08

Agenda
- Announcements
- In Memoriam
- Member Recognition
- Call to Order
- Announcements and Election Results
- New Business
- Treasurer’s Report: Linda Walton, MLA treasurer, and Associate University Librarian and Director, Hardin Library for the Health Sciences, University of Iowa–Iowa City
- Executive Director’s Report: Carla J. Funk, CAE
- Annual Report
- Old Business

3:30 p.m.–4:00 p.m.
Beverage Break
Riverside Center Exhibition Hall

Technology Showcase
EBSCO: DynaMed
Riverside Center Exhibition Hall

Learn about DynaMed, the only evidence-based reference shown to answer most clinical questions during practice. Designed for the use at the point of care, DynaMed provides the best available evidence and the ability to integrate with electronic medical records (EMRs). DynaMed is updated daily and includes unlimited remote access through the web and via PDA.
3:30 p.m.–4:15 p.m.
Public Relations/Marketing Seminar: “Marketing 100: Starting at the Bottom”
Columbus A and B

3:30 p.m.–4:30 p.m.
Poster Session 1
Riverside Center Exhibition Hall
Even numbered posters will be presented during this time period.
See pages 43–49 for the list of poster presenters.

4:30 p.m.–5:00 p.m.
Technology Showcase
EBSCO: Nursing Reference Center
Riverside Center Exhibition Hall
Learn about Nursing Reference Center (NRC), a comprehensive reference tool designed to provide clinical resources to nurses and other health care providers, directly at the point of care. NRC provides in-depth content covering areas including conditions and diseases, patient education resources, drug information, continuing education, lab and diagnostic detail, and best practice guidelines.

4:30 p.m.–6:00 p.m.
Section Programs
2008 National Program Committee

Forging Connections to Emerging Research
Columbus K and L
Moderator: Jaime Friel Blanck, AHIP, Liaison and Outreach Services Librarian, Health Sciences and Human Services Library–Baltimore

The Librarian Emergency Responder: Summary Conclusions from the Oral History Project, Answering the Call: Library Roles in Disasters
Robin Featherstone

A Meta-analysis for Pediatric Leukemia Treatment: Bone Marrow or Cord Blood Transplantation?
Xu Shixia

Health Sciences Libraries: Synergistic Partnerships
Jean Song, Gillian Mayman, and Jane L. Blumenthal, AHIP

Seven-year Tune Up: How One Library Reinvigorated Their Single Service Desk
Susan McGuinness, Jeff Williams, and Alice Witkowski, AHIP

Consumer and Patient Health Information Section
The Bridge Is Out: Better Learn How to Swim—Coping with Budget Cuts—Creative Solutions in Lean Times
Corporate Information Services, Hospital Libraries, Leadership and Management Sections; Library Marketing SIG
Grand Ballroom A
Moderator: Tammy L. Mays, AHIP, ALA Spectrum Doctoral Fellow, School of Library and Information Studies, University of Wisconsin–Madison

Efficiencies of Scale and Empowerment: Consumer Health Website Design Using Social Technologies
Patricia F. Anderson, Sarah Brittain, and Sean R. Meyer

Using an In-depth Analysis of Individualized Learning to Best Inform a Library Training Program
Molly Cahall, Rebecca N. Jerome, Annette M. Williams, and Nunzia B. Giuse, AHIP, FMLA

High Tech High Touch: Sharing Staff at a Distance
Sharon Dennis, Claire Hamasu, and Heidi Sandstrom

Are You Marketing or Just Promoting? One Without the Other Is a Wasted Effort
Elizabeth Smigielski

History of the Health Sciences Section
Opening Doors: The African American Connection in Medical Librarianship
African American Medical Librarians Alliance SIG
Columbus G and H
Moderator: Michael S. Fitts, Assistant Director for Access and Document Delivery Services/Assistant Professor, Lister Hill Library of the Health Sciences, University of Alabama–Birmingham
Quest for Equality: Opening Librarianship to Librarians of Color  
Lisa M. Boyd

Those Who Made a Difference: A Qualitative Study of Firsts  
Cynthia L. Henderson

The First Blood Bank in the South: The John Gaston Hospital Blood Bank in 1938  
Richard Nollan

Opening Doors: Contemporary African American Surgeons  
Jill Newmark and Margaret Hutto

RESEARCH SECTION

Developing a Research Culture in Your Organization  
Columbus A and B  
Moderator: Susan Lessick, AHIP, Head, Grunigen Medical Library, University of California–Irvine, Orange, CA

What’s So “Imperative” About Research?  
Gerald Perry, AHIP

From Evidence to Strategic Plan  
Sue Fleming

Making a Commitment to Evidence-based Library and Information Practice: The Role of Library Leadership  
Susan C. Whitmore

Climbing Mount Everest, or at Least the Sandias: The Viewpoint of an Academic Health Sciences Library Director  
Holly S. Buchanan, AHIP

The Culture of Research in Its Many Contexts  
Rosalind F. Dudden, AHIP, FMLA

6:00 p.m.–7:00 p.m.

International Visitors Reception  
Crystal C
Invitation Only

Library School Reunion  
Regency Ballroom A

Section Shuffle  
Regency Ballroom C

7:00 a.m.–8:15 a.m.

Sunrise Seminars

EBSCO Information Services Sunrise Seminar: Nursing and Allied Health Resources  
Columbus E and F
Come see how EBSCO’s nursing and allied health resources and the CINAHL family of databases (CINAHL, CINAHL with Full Text, CINAHL Plus, and CINAHL Plus with Full Text) are the world’s most comprehensive nursing, biomedicine, health sciences librarianship, alternative/complementary medicine, consumer health multiple allied–health disciplines, and more.

Elsevier Sunrise Seminar: Mosby’s Nursing Index: A Robust Alternative to CINAHL  
Columbus G and H
Come see why Mosby’s Nursing Index provides a powerful alternative to CINAHL. Featuring a user-friendly interface, cover-to-cover indexing of more than 2,500 international source titles, and the robust EMTREE thesaurus, Mosby’s Nursing Index allows for expert searching of the nursing and allied health literature.

Elsevier Sunrise Seminar: EMBASE: Complete from 1947 to Today  
Columbus A and B
Significant advancements have been made to EMBASE, particularly in indexing and thesaurus management. This learning session reviews and demonstrates these advancements and how they were used to integrate the EMBASE Classic backfiles (1947–1973) with the current EMBASE file. Join us for breakfast and see live integrated search examples using the EMBASE complete file, 1947 to current. We encourage you to register in advance at bdtraining@elsevier.com.

IGI Global: Biomedical and Health Care Informatics Resources from IGI Global  
Atlanta
IGI Global introduces a wealth of research publications on biomedical informatics and health care technology, including books from the Medical Information Science Reference imprint, the International Journal of Healthcare Information Systems and Informatics, the International Journal of Healthcare Delivery Reform Initiatives (coming fall 2008); and a variety of electronic access options.

National Library of Medicine (NLM) Sunrise Seminar: Online Users’ Meeting  
Columbus I and J
NLM staff will highlight recent accomplishments and indicate new developments in a variety of online systems, including MEDLINE/PubMed, MedlinePlus, and DOCLINE.

Radiological Society of North America: Continuing Medical Education Credits: How You Can Help  
Columbus C and D
Get advice from a continuing medical education (CME) provider. Medical societies provide their members with a variety of CME resources and constantly investigate new methods for delivering CME opportunities. Learn how to provide your users with the latest CME tools and resources, available through your medical library.
7:00 a.m.–9:00 a.m.
Informal Meetings
American Academy of Pediatrics Library Advisory Board Meeting
Wright
Invitation only
Oxford Journals Hospital Libraries Breakfast Focus Group
Wrigley

8:00 a.m.–9:00 a.m.
Informal Meeting
Libraries in Medical Education SIGs for the Group on Educational Affairs
Toronto

9:00 a.m.–10:00 a.m.
Plenary Session III: The Janet Doe Lecture
“There Are No More Giants: Changing Leadership for Changing Times”
Grand Ballroom
Introduction: Henry Lemkau Jr., FMLA, Fort Lauderdale, FL
Lecturer: Thomas G. Basler, FMLA, Director of Libraries and Learning Resource Centers, Medical University of South Carolina–Charleston

10:00 a.m.–10:30 a.m.
Beverage Break
Sponsored by Rittenhouse Book Distributors
Riverside Center Exhibition Hall

Technology Showcase
Unbound Medicine: uCentral Connects Patrons to Library Content via iPhone, Blackberries, Smartphones, and PDAs
Riverside Center Exhibition Hall
Concerned about connecting your mobile patrons with information when and where they need it? uCentral can help! We will show how uCentral supports all your patrons, on iPods, Centros, Blackjacks, Curves, and the web. See how the library can bring popular reference titles and your journal collection to your mobile users!

10:00 a.m.–noon
Hall of Exhibits Open
Riverside Center Exhibition Hall

10:30 a.m.–noon
Section Programs
Collection Development Section
Bridging the Library Ethics Gap: Conflict of Interest Concerns of Librarians
Columbus E and F

Moderator: Melissa M. Nasea, AHIP, History Collections Librarian, Laupus Health Sciences Library, East Carolina University, Greenville, NC
The Nature of the Gap
Joan Schuitema
Mind the Publication Ethic’s Gap
Andrew Robinson
Pens, Pencils, and Parties: Avoiding Conflicting Interests in Collection Development
Jonathan Lord, AHIP

Question-and-answer Session
International Cooperation Section
Issues in International Librarianship: Copyright and Resources Sharing
Veterinary Medical Libraries Section; Lesbian, Gay, Bisexual, and Transgendered Health Science Librarians; Outreach SIGs
Columbus A and B
Moderator: Ellen Sayed, Manager, eAccess Services, Distributed eLibrary, Weill Cornell Medical College in Qatar, Doha, Qatar
Collaborative Strategies for Connecting Medical Libraries in the Gulf Region
Bijan Esfahani
Issues in International Librarianship
Tomas Lipinski
Collaborative Strategies for Connecting Medical Libraries
Thomas Williams, AHIP

Question-and-answer Session
11:00 a.m.–11:30 a.m.  
**Technology Showcase**

**Basch Subscriptions: Let Our B.O.S.S. Work for You**  
Riverside Center Exhibition Hall

Learn how Basch's Online Subscription Service (B.O.S.S.) will help manage your serials in all formats. B.O.S.S. provides an echeck-in portal, allows automatic claiming, customized reporting, and ILS interfacing. Additionally, B.O.S.S. offers a custom branded e-journal portal, maintains all e-journal and database links, and more—at no extra cost to you.

noon–1:30 p.m.  
**MLA Awards Ceremony and Luncheon**  
Regency Ballroom

Ticketed event. Onsite tickets are available for sale in the MLA Registration Center prior to 7:00 p.m. on Saturday, May 17.

1:15 p.m.–5:00 p.m.  
**Hall of Exhibits Open**  
Riverside Center Exhibition Hall

1:30 p.m.–2:00 p.m.  
**Technology Showcase**

**BMJ Point of Care: New, Effective Decision Support**  
Riverside Center Exhibition Hall

Introducing BMJ Point of Care, a brand-new clinical decision support tool. Developed jointly by BMJ Group, a global authority in evidence-based medicine, and Epocrates, a recognized US leader for authoritative drug information, BMJ Point of Care is specifically designed to deliver highly actionable diagnosis and treatment guidance at the immediate point of care.

1:30 p.m.–2:30 p.m.  
**Academy of Health Information Professionals Question-and-answer Session**  
Acapulco

2:00 p.m.–3:30 p.m.  
**Section Programs**

**2008 National Program Committee**

**Building Connections to the Future**  
Columbus A and B

Moderator: Ana D. Cleveland, AHIP, Professor and Director, Health Informatics Program, School of Library and Information Sciences, University of North Texas–Denton
Practicality versus Theory: Are We Preparing Health Sciences Librarians?
Ivonne Martinez and Michele L. Malloy

Connecting the Dots: A Library Outreach Program
Kefeng (Maylene) Qiu, AHIP, and Lin Wu, AHIP

Specialization in Medical Librarianship
Alicia A. Livinski and Courtney D. Crummett

Modeling Lay Information Mediary Behavior: Implications for Information Services and Health Outcomes
Jennie A. Abrahamson and Karen E. Fisher

CONSUMER AND PATIENT HEALTH INFORMATION SECTION

Consent or Obedience? Medical Authority and Consumer Health Education: Bridging the Medical Ethics Gap
Collection Development Section; Lesbian, Gay, Bisexual, and Transgendered Health Science Librarians SIG

Grand Ballroom A
Moderator: Tammy L. Mays, AHIP, ALA Spectrum Doctoral Fellow, School of Library and Information Studies, University of Wisconsin–Madison

Truth and Consequence: Authoritative Knowledge, Claims of Salvation, and the Medical Internet
Laurie Zoloth

EDUCATIONAL MEDIA AND TECHNOLOGIES SECTION

Bridging the Gap with Web 2.0: Connecting with Our Community and Ourselves
Corporate Information Services, Dental, Nursing and Allied Health Resources, Relevant Issues Sections; Clinical Librarians and Evidence-Based Health Care; Lesbian, Gay, Bisexual, and Transgendered Health Science Librarians; Molecular Biology and Genomics; Outreach SIGs

Grand Ballroom B
Moderator: Robert Johnson, Research Librarian for Nursing and Allied Health, University of California–Irvine

Cross-country Connections: Implementing Learning 2.0 in a Multistate Medical Library System
Melissa L. Rethlefsen and Ann M. Farrell

Treating Users as Codevelopers: One Library’s Experience with Perpetual Beta
Marcus A. Banks, Sadie Honey, and Julia K. Kochi

CHALLENGES OF DISCOVERY: CONSUMER HEALTH RESOURCES IN SECOND LIFE AND USE OF A WIKI FOR INDEXING AND COMMUNITY BUILDING
Patricia F. Anderson, Arta Dobbs, and Joshua D. Copeland

ASK AN AVATAR: PROVIDING REFERENCE SERVICES IN SECOND LIFE
Gillian G. Mayman, Jean Song, Whitney Townsend, Patricia F. Anderson, and Jane L. Blumenthal, AHIP

FEDERAL LIBRARIES SECTION

Connecting Veterans, Military Personnel, and Families to Mental Health Resources
Department of Veterans Affairs Librarians, Mental Health, Outreach SIGs

Columbus G and H
Moderator: Margaret (Peg) Allen, AHIP, Coordinator, Hmong Health Education Network, Wausau Area Hmong Mutual Association, Wausau, WI

GO LOCAL PARTNERSHIP WITH CITIZEN–SOLDIER SUPPORT PROGRAM FOR MILITARY FAMILIES
Christie C. Silbajoris, AHIP, and Diana McDuffee, AHIP

Information Handouts for Concrete Services and Discharge Planning
Bill Kinnaird

MyHealtheVet and Other Mental Health Resources for Veterans
Lola Purvis

Question-and-answer Session

LEADERSHIP AND MANAGEMENT SECTION

Connecting the Dots: Strategies for Building a Portable Career and Speed Mentoring
Hospital Libraries Section; African American Medical Librarians Alliance, New Members SIGs

Columbus I and J
Moderator: Terrance M. Burton, Director, Health Sciences Libraries, Ebling Library, University of Wisconsin–Madison

Connecting the Dots is a two-part hands-on session. In part one, attendees will participate in roundtables on professional development and job searching skills and techniques. Part two is a speed mentoring session, in which mentees will have ten-minute meetings with two to three library administrators to review resumes and discuss professional development opportunities.
Research Collaborations: Bridges With Impact

Complementary and Alternative Medicine SIG

Moderator: Jonathan Eldredge, AHIP, Associate Professor, School of Medicine Library Knowledge Consultant, Health Sciences Library and Informatics Center, University of New Mexico–Albuquerque

Reconstructing Reference to Become Strategic Partners in Research Initiatives
Irene M. Lubker, Barbara Allen Wright, AHIP, Margaret E. Henderson, Kristine M. Hughes, Shannon D. Jones, Virginia L. Stone, Jean P. Shipman, AHIP, Mary Jane Green, and Catharine S. Canevari, AHIP

Health Sciences Librarians and PubViz: A Novel MEDLINE Exploration Engine
Jean Song, Marci Brandenburg, Fan Meng, and Barbara Mirel

An Exploratory Analysis of PubMed’s Free Full-text Limit on Citation Retrieval for Clinical Questions
Mary Krieger, Randy Richter, and Tricia Austin

The Influence of an Evidence-based Medicine Focused Morning Report on Resident Physician Use of MEDLINE and UpToDate
Ahlam Saleh, Nancy Tannery, Charles Wessel, Scott R. Herrle, Bruce Y. Lee, Megan S. Cunnane, Rosanne Granieri, Elizabeth Weinstein, and Raquel A. Buranosky

Connecting through Quality: A Medical Librarian’s Journey to Improving Patient Care through Six Sigma
Julia Esparza, Shannon Johnson, Michael Wade, and Miranda Woosley

Legal Aspects of Digitization and Documents Management

Veterinary Medical Libraries Section

Moderator: Hanna Kwasik, AHIP, Head, Cataloging and Serials, Library, Louisiana State University Health Sciences Center–New Orleans

Legal Aspects of Digitization and Documents Management
Tomas Lipinski

Thomson Scientific: Inspire Collaboration and Scholarly Publishing with EndNote

Riverside Center Exhibition Hall

How researchers work is as important as their results. Preview upcoming EndNote features and the new EndNote Web, designed to fit the researcher’s workflow. Our family of bibliographic tools organizes references in multiple collaborative environments and simplifies article submission for JAMA and more. Join our free training support program.
Connecting with Administrators: Demonstrating the Value of Library Services
Edward J. Poletti, AHIP, Dixie A. Jones, AHIP, Priscilla L. Stephen-
son, AHIP, Marvetta Burns, Lola H. Purvis, Sara Blackwell, Felicia
Little, Dianne B. Jones, Linton Swenson, and Sandra Todd

Bridging the Gap: Using Dollar Values to Demonstrate the Value of Library Services
Julia Esparza and Donna Record

Demonstrating Effectiveness from Planning to Outcomes: One Regional Medical Library’s Story
Betsy Kelly and Claire Hamasu

HISTORY OF THE HEALTH SCIENCES SECTION
Interconnections: An Interdisciplinary Approach to Medical History
Veterinary Medical Libraries Section; Mental Health SIG
Columbus A and B
Moderator: Patricia Gallagher, AHIP, Senior Librarian, Library, New York Academy of Medicine–New York

A Philosopher’s Medical Utopias: Ernst Bloch and the History of Medicine
Kevin O’Brien

Artificial Hearts, Endoscopes, and Other Cool Stuff
Judy Chelnick

Veterinary Medicine’s Contributions to Human Health
Diane Fagen

Claudius Mayer and Frank (Bradway) Rogers: The End of the Index-Catalogue and the Origins of the Modern Index Medicus, a Personal History
Kathel Dunn

PUBLIC HEALTH/HEALTH ADMINISTRATION SECTION
The Role of Health Sciences Librarians in Applying Web 2.0 Technologies and Their Uses in Clinical and Public Health Practice and Instruction
Dental, Health Association Libraries, Nursing and Allied Health Resources Sections; Libraries in Curriculum SIG
Grand Ballroom A
Moderator: Christine Marton, Chair Elect, Public Health/Health Administration Section, Whitby, ON, Canada

Creating a Roadmap: Web 2.0 and Local Public Health Practice
Gillian G. Mayman, Alison Grodzinski, Nancy Allee, AHIP, Whitney Townsend, Anne Perorazio, Hung Truong, and Jane Blumenthal, AHIP

Connecting Content to Readers: Marketing RSS as an Information Management Tool
Erika L. Sevetson, Allan R. Barclay, AHIP, Rebecca J. Holz, Christopher Hooper-Lane, AHIP, Stephen M. Johnson, and Andrew Osmond

When You Can’t Use a Wiki Because of Security Issues, Try SharePoint
Linda J. Spadaccini

SECOND LIFE FOR ENGAGEMENT, OUTREACH, AND BUILDING INTERDISCIPLINARY COMMUNITIES OF LEARNING
Patricia F. Anderson, Sharon Grayden, Marc R. Stephens, Mark P. MacEachern, and Jane L. Blumenthal, AHIP

TEACHING MEDICAL SUBJECT HEADINGS (MESH): WEB 2.0 STYLE
Lauren A. Maggio, David B. Flynn, Megan Bresnahan, Mary Blanchard, and David Ginn

RELEVANT ISSUES SECTION
Health Disparities: Chasm, Gap, or Bridge
Chiropractic Libraries, Consumer and Patient Health Information Sections, African American Medical Librarians Alliance; Lesbian, Gay, Bisexual, and Transgendered Health Science Librarians; Outreach SIGs
Columbus C and D
Moderator: Cynthia L. Henderson, AHIP, Director, Morehouse School of Medicine Library, Atlanta, GA

Health Disparities: Chasm, Gap, or Bridge
John Ruffin

6:00 p.m.–8:00 p.m.
Informal Meeting
Softlink Liberty User Meeting
Acapulco

8:00 p.m.–10:00 p.m.
Reception hosted by the American Medical Association
Offsite: Mid-America Club, 200 E. Randolph Drive
**MLA ‘08 Official Program**

**Tuesday, May 20, 2008**

**7:00 a.m.–8:15 a.m.**

**Sunrise Seminars**

**EBSCONET: Your Total E-resource Management System**

Columbus H

EBSCONET is your central source for electronic and print resource access and management. This web-based system facilitates the entire subscription management cycle from order placement to renewals, while also helping you manage countless other administrative tasks, such as monitoring publisher packages, generating reports, and registering and activating e-journals.

**Elsevier Sunrise Seminar: Clinical Decision Support**

Columbus C and D

Is your hospital asking you to integrate your library holdings into the hospital’s software applications? Come learn how Elsevier can integrate world-class content for physicians, nurses, multi-care teams, and pharmacists into your electronic health records, computerized physician order entry system, and more. Intelligence at the point of care.

**McGraw-Hill Sunrise Seminar: Harrison’s Practice—All the Authority of Harrison’s at the Point-of-Care**

Columbus E and F

From the same team of expert physicians who authored *Harrison’s Principles of Internal Medicine*, 17th edition, McGraw-Hill’s Harrison’s Practice delivers concise, essential point-of-care information on the diagnosis and treatment of the most common medical conditions. Learn more about the one tool that makes key clinical information just one click away—*Harrison’s Practice*.

**Ovid Sunrise Seminar: Increase User Productivity with QUOSA**

Acapulco

Join QUOSA staff for an informational session highlighting their two key product offerings: QUOSA Information Manager, designed for full-text literature management for health sciences researchers and information professionals, and QUOSA Virtual Library, a solution for sharing literature and documents by research teams and workgroups.

**9:00 a.m.–10:00 a.m.**

**MLA Business Meeting II: Presidential Inaugural Address and MLA ‘09 Invitation**

Grand Ballroom

**Presiding:** Mark E. Funk, AHIP, MLA President 2007/08

**Agenda**

- Call to Order
- Old Business
- Recognition of Retiring Board Members
- Introduction of Incoming Board Members
- Recognition of Outgoing President
- Presidential Inaugural Address: Mary L. Ryan, MLA President, 2008/09, and Director, UAMS Library, University of Arkansas for Medical Sciences–Little Rock
- Resolutions
- Announcement of MLA Swap ‘n’ Shop Winners and Scholarship Booth Raffle Drawing
- Invitation to MLA ’09: Judy Consales, Cochair, 2009 National Program Committee (NPC), and Director, Louise Darling Biomedical Library, University of California–Los Angeles; Alice Witkowski, AHIP, Cochair, 2009 NPC, and Librarian, Biomedical Library, University of California–San Diego, La Jolla, CA; Virginia (Ginny) Tanji, Local Assistance Committee Cochair, 2009 NPC, and Library Directory, Health Sciences Library, School of Medicine, University of Hawaii–Manoa, Honolulu, HI; and Mabel Trafford, Local Assistance Committee Cochair, 2009 NPC, and Medical Librarian, Medical Library, Tripler Army Medical Center, HI
- Hawaiian musicians and dancers, Polynesian Cultural Center, Oahu, HI

**10:00 a.m.–10:30 a.m.**

**Beverage Break**

Riverside Center Exhibition Hall

**Technology Showcase**

**EBSCO: Patient Education Reference Center (PERC)**

Riverside Center Exhibition Hall

Learn about Patient Education Reference Center (PERC), a comprehensive collection of evidence-based patient education information for clinicians to personalize and print at the point of care. Handouts are easy to read, include illustrations, and are structured to enhance patient knowledge and understanding of material.

**10:00 a.m.–3:00 p.m.**

**Hall of Exhibits Open**

Riverside Center Exhibition Hall

**10:30 a.m.–11:30 a.m.**

**National Library of Medicine Update**

Grand Ballroom

**11:30 a.m.–noon**

**Technology Showcase**

**BMJ Point of Care: New, Effective Decision Support**

Riverside Center Exhibition Hall

Introducing BMJ Point of Care, a brand-new clinical decision support tool. Developed jointly by BMJ Group, a global authority in evidence-based medicine, and Epocrates, a recognized US leader for authoritative drug information, BMJ Point of Care is specifically designed to deliver highly actionable diagnosis and treatment guidance at the immediate point of care.

**11:30 a.m.–12:15 p.m.**

**Public Relations/Marketing Seminar: “Marketing 200: Getting to the Top”**

Columbus A and B
Legislative Update

Regency Ballroom A

“Grassroots Advocacy: A Quick How-To Guide”
Join MLA’s Governmental Relations Committee, Joint MLA/Association of Academic Health Sciences Libraries Legislative Task Force, and Washington representative Dale Dirks, president, Health and Medicine Counsel of Washington, for this program. During the program, speakers will discuss tried-and-true strategies that can be utilized by health sciences librarians for developing and maintaining successful relationships with members of Congress.

Informal Meeting

QuickDOC Users Group Meeting
Hong Kong

12:30 p.m.–1:00 p.m.

Technology Showcase

TDNet: What’s New in E-resource Access and Management
Riverside Center Exhibition Hall
Learn about TDNet’s complete suite of services that will help your library optimize your electronic collections. Enhanced current awareness with Journal Manager, Searcher Analyzer, TOCs, and RSS services. New! eBook Manager and more. Advanced Access and Identity Management via Athens.

12:30 p.m.–2:00 p.m.

Informal Meeting

American Psychological Association’s Librarian Roundtable Lunch
Water Tower

1:30 p.m.–2:00 p.m.

Technology Showcase

Thomson Scientific: Investigator Portal: The Indispensable Tool for Investigators in All Stages of Translational Research
Riverside Center Exhibition Hall
As science strives to improve human health researchers are faced with a tremendous challenge in translating new basic research to the clinic—and then back to the bench to continue the cycle. Thomson Scientific’s new Investigator Portal provides the ideal tool to optimize clinical and preclinical research in all areas of disease and therapeutic research.

2:00 p.m.–3:30 p.m.

Section Programs

2008 National Program Committee

Forging Connections to Emerging Research: New Technologies
Columbus K and L
Moderator: Brian Bunnett, Deputy Director of Libraries, University of Texas Southwestern Medical Center–Dallas

Building and Piloting a Customizable Knowledge Management Environment to Support Public Health Practice: myPublicHealth
Debra Revere, Parmit Chilana, Steve Helgerson, and Sherrynne Fuller, FMLA

MiSearch and PubMed: Assessing an Adaptive, Profile-based PubMed Search Tool
Marisa L. Conte, Jean Song, Nirit Glazer, Barbara Mirel, and David States

Connections and Innovations in a Nursing Informatics Course
Lin Wu, AHIP, Cynthia K. Russell, and Heather C. Templeton

Innovative Integration of Web 2.0 Applications to Enhance Library-based Bioinformatics Support
Kristi L. Holmes, Ellen Dubinsky, and Lili Wang

Cancer Librarians Section

Translational Medicine and the Library’s Role

Clinical Librarians and Evidence-Based Health Care, Molecular Biology and Genomics SIGs
Columbus E and F
Moderator: Margaret Vugrin, AHIP, Reference Librarian, Health Sciences Library, Texas Tech University–Lubbock

Panel Discussion
Andrew Hamilton, Terrance M. Burton, Jonathan D. Eldredge, AHIP, and Carolyn Reid, AHIP

Medical Informatics Section

Technologies in Teaching

Corporate Information Services, Educational Media and Technologies Sections
Regency Ballroom A
Moderator: Laura P. Barrett, AHIP, Coordinator, Informatics Institute, University of Medicine and Dentistry of New Jersey–Newark
Examining the Connections: Uses of Emerging Technologies for Web-based Instruction
Jaime Friel Blanck, AHIP, Stefanie Warlick, and Anna Tatro

Connecting Library and Information Science Education with the Virtual World
Feili Tu, Patrick L. McLaughlin, Matthew B. Landau, and Paul R. Keefner

Wimba Live Classroom: Virtual Connections
Alan T. Williams, Kristine M. Hughes, Virginia L. Stone, and Catharine S. Canevari, AHIP

How Online Tutorials, Podcasts, and Blogs Transformed Librarians into Virtual Teachers
Josephine P. G. Tan

“Outcomes” Assessment: Moving from Inputs and Outputs to “True” Outcomes
Peter Hernon

The Academic Library’s Perspective on Assessment and Institutional Role
James Shedlock, AHIP, FMLA

Quantum Physics and Hospital Library Assessment
Michele S. Klein-Fedyshin

Pharmacy and Drug Information Section
EMBASE.com Lecture: Medication Therapy Management
Moderator: Ruiling Guo, AHIP, Health Sciences Librarian, Idaho Health Sciences Library, Idaho State University–Pocatello

Bring Medication Therapy Management (MTM) into Focus
Linda Strand

Public Services Section
Liaisons: Our Live Links to Users
Moderator: Terry Ann Jankowski, AHIP, Head, Information and Education Services, Health Sciences Libraries, University of Washington–Seattle

Library Liaisons: Partnering, Connecting, and Engaging with Users: A Recipe for Success
Shannon D. Jones and Catharine S. Canevari, AHIP

Linking to the Informationist Concept: Defining New Training Models and Innovative Roles for the Liaison Librarian
Douglas L. Varner, AHIP, and Nancy K. Roderer, AHIP

Nursing Liaison Team: Making Connections Across the Education and Practice Spectrum
Claire Twose, Blair Anton, and Nancy K. Roderer

Take One Tier and Call Me in the Morning: Codifying Levels of Liaison Service
Michele R. Tennant, AHIP, Linda Butson, AHIP, Nita Ferree, AHIP, and Nancy Schaefer

Veterinary Medical Libraries Section
One Health—Rural, Suburban, and Urban Interactions between Humans and Animals: A Collaborative Approach between Health Care Programs
Moderator: Diane A. Fagen, Librarian, AVMA Library, American Veterinary Medical Association, Schaumburg, IL

The One Health Initiative
Roger Mahr
Opportunities for Crossdisciplinary Reference in Medical and Veterinary Libraries
Diane Fagen

Opportunities for Librarian Participation in a Medical School Rural Health Program
Ellen Schellhause

2:30 p.m.–3:00 p.m.

Technology Showcase

EBSCO: Medical Interface Enhancements Featuring EBSCOhost 2.0

Riverside Center Exhibition Hall
Learn more about EBSCO’s commitment to the development, expansion, and ongoing refinement of its suite of medical resources. EBSCO has recently implemented several new database features, including an enhanced thesaurus, streamlined search history, an optional “Ask-A-Librarian” link, and other improvements designed to make the search experience more intuitive and efficient.

3:30 p.m.–4:30 p.m.

Open Forums

Open Forum: Health Information Literacy Research Project
Columbus A and B

Open Forum: Task Force on Social Networking Software
Regency Ballroom B

Open Forum: Vital Pathways Program
Toronto

Open Forum: Librarians without BordersSM
Acapulco

Open Forum: National Institutes of Health (NIH) Public Access Policy
Columbus G and H

4:30 p.m.–6:00 p.m.

Section Programs

2008 National Program Committee

Forging Connections to Emerging Research: New Horizons
Columbus C and D
Moderator: James Shedlock, AHIP, FMLA, Director, Galter Health Sciences Library, Northwestern University Feinberg School of Medicine, Chicago, IL

A Calculator for Measuring the Impact of Health Sciences Libraries and Librarians
Barbara B. Jones and Betsy Kelly

Health Information-seeking Behaviors of Older Adults: Results from an Interdisciplinary Institute of Museum and Library Services-funded Research Project
Mary Stansbury and Ruth Ludwick

Psychometric Instrument Evaluation for Understanding the Information Needs of Cancer Patients
Kalyani Ankem

Identifying the Implications of the Use of Electronic Resources and New Technologies in Academic Medical Libraries
Octavia-Luciana Porumbeanu

Dental Section

Evidence Base: Web 2.0 for Professional and Clinical Productivity
Clinical Librarians and Evidence-Based Health Care SIG
Regency Ballroom A
Moderator: Michael Kronenfeld, Director, Learning Resource Center, A.T. Still University of the Health Sciences, Mesa, AZ

Social Technologies for Professional and Clinical Productivity
Patricia F. Anderson and David Rothman

Question-and-answer Session

Health Association Libraries Section

The Role of the Librarian in Health Literacy
Consumer and Patient Health Information Section; Lesbian, Gay, Bisexual, and Transgendered Health Science Librarians; Outreach SIGs
Columbus K and L
Moderator: Susan Bolda Marshall, Director, Division of Library and Archival Services, American Academy of Pediatrics, Elk Grove Village, IL

Health Information Literacy Research Project: Results from the Hospital Administrator and Health Care Provider Survey
Sabrina Kurtz-Rossi

One Size Does Not Fit All: Meeting the Health Care Needs of Diverse Populations
Karen K. Lee

Librarians at the Point of Care: Connecting Clinic Patients with Information They Can Trust
Tracy E. Powell, AHIP, Lydia Cheney, Ty Howell, and, Lee Vucovich, AHIP
Connecting Libraries, Nurses, and Accreditation/Credentialing Organizations to Improve Patient Care

Hospital Libraries Section; Outreach SIG

Moderator: David A. Nolfi, AHIP, Health Sciences Librarian, Gumberg Library, Duquesne University, Pittsburgh, PA

Nursing and Allied Health Resources Section and American Nurses Credentialing Center Magnet Accreditation: What’s the Attraction?
Pamela J. Sherwill-Navarro, AHIP, and Margaret (Peg) Allen, AHIP

Building a Bridge Between MLA and the American Nurses Credentialing Center (ANCC) Magnet Recognition Program
Melody M. Allison and Margaret Bandy, AHIP

Reconnecting Librarians with Nursing Accreditation: Key Results
Margaret (Peg) Allen, AHIP, Pamela Sherwill-Navarro, AHIP, Melody M. Allison, and Susan K. Jacobs, AHIP

Nurse Practice Court: A Play to Aid Nurses in Evidence-based Practice
Sheila Hayes, AHIP

Institutional Repository: The Bridge that Connects
Allyson Mower, Joan M. Gregory, AHIP, and Mary E. Youngkin

Entering Their World: How Can Catalogers Aid Electronic Medical Record Development?
Nadine P. Ellero, AHIP

From Copyright to Rights Management: Partnering for Success
Ruey L. Rodman, Pamela Bradigan, and Lynda Hartel

7:00 p.m.–10:00 p.m.
MLA Reception: Closing Connections
Grand Ballroom
Visit with friends and make new connections at the annual MLA Reception on Tuesday night. We will celebrate your visit to Chicago with dancing, a DJ, and a varied, Chicago-inspired menu.

Wednesday, May 21, 2008

9:00 a.m.–noon
Plenary Session IV: Web 2.0 Tools for Librarians: Description, Demonstration, Discussion, and Debate
Grand Ballroom
Moderator: Mark E. Funk, AHIP, Head, Collection Development, Samuel J. Wood Library, Weill Cornell Medical College, New York, NY
Panel: Amanda Etches-Johnson, User Experience Librarian, McMaster University, Hamilton, ON, Canada; Bart Ragon, Assistant Director for Library Technology and Development, Claude Moore Health Sciences Library, University of Virginia–Charlottesville; Melissa Rethlefsen, Assistant Professor of Medical Education and Education Technology Librarian, Learning Resource Center, Mayo Clinic College of Medicine, Rochester, MN; and David Rothman, Information Services Specialist, Community General Hospital Medical Library, Syracuse, NY, and blogger at www.davidrothman.net.

noon–1:30 p.m.
MLA Board of Directors Meeting
Wright

12:30 p.m.–5:00 p.m.
Continuing Education
See pages 18–19

Informal Meeting
National Library of Medicine/Association of Academic Health Sciences Libraries Leadership Fellows Program Leadership Institute
Skyway 265
Join MLA in recognizing the best and brightest in the field. Please attend the Awards Ceremony and Luncheon on Monday, May 19, from noon–1:30 p.m. The event takes place in the Regency Ballroom. One ticket to the luncheon is included with inclusive registration. Purchase additional tickets in the MLA Registration Center prior to 5:00 p.m. on Sunday, May 18. Recipients are listed in order of presentation during the ceremony.

The Joseph Leiter NLM/MLA Lectureship
Debra R. Lappin

The John P. McGovern Award Lectureship
Andrew Zolli

The MLA Award for Distinguished Public Service
The Honorable David Obey (D-WI)

The MLA Scholarship
Lisa O’Keefe

The MLA Scholarship for Minority Students
Manju Tanwar

The MLA Scholarship for Minority Students, Annual Meeting
(one-time award)
Elana Churchill

The 2008 Cunningham Memorial International Fellowships
Lisa Kruesi
Vijay Padwal

The EBSCO/MLA Annual Meeting Grants
Sponsored by EBSCO Information Services.
Mary Lou Glazer, AHIP
Laura Haines
Meredith Orlowski
Jason Young

The Hospital Libraries Section/MLA Professional Development Grants
Sponsored by the MLA Hospital Libraries Section.
Amy Frey, AHIP
Michelle Goodwin

The David A. Kronick Traveling Fellowship
Endowed by the Bowden-Massey Foundation.
Kathryn Kerdolff, AHIP

The Donald A. B. Lindberg Research Fellowship
The 2008 Fellowship is sponsored by the New England Journal of Medicine.
Mark Puterbaugh

The Medical Informatics Section/MLA Career Development Grants
Sponsored by the MLA Medical Informatics Section.
Karen Albert, AHIP
Maureen Knapp

The MLA Continuing Education Awards
Patricia Hammond, AHIP
Susan Schleper

Thomson Scientific/MLA Doctoral Fellowship
Lorie Kloda

The Virginia L. and William K. Beatty MLA Volunteer Service Award
Endowed by Virginia L. and William K. Beatty.
Logan Ludwig, AHIP

The Lucretia W. McClure Excellence in Education Award
Sarah K. McCord, AHIP

The Lois Ann Colaianni Award for Excellence and Achievement in Hospital Librarianship
Jan Orick, AHIP

The Louise Darling Medal for Distinguished Achievement in Collection Development in the Health Sciences
Endowed by Ballen Booksellers International.
Grey Literature Report, New York Academy of Medicine

The Thomson Scientific/Frank Bradway Rogers Information Advancement Award
Sponsored by Thomson Scientific.
Digital Divide, Rural American Indian Communities

The Majors/MLA Chapter Project of the Year Award
Sponsored by J. A. Majors.
New York-New Jersey Chapter of MLA

The Ida and George Eliot Prize
Keith W. Cogdill, AHIP

The Murray Gottlieb Prize
Heidi Heilemann, AHIP

The Rittenhouse Award
Sponsored by Rittenhouse Book Distributors.
Bob Gerth

The T. Mark Hodges International Service Award
Carol Lefebvre

The 2008 Janet Doe Lectureship
Thomas G. Basler, FMLA

Fellowship
Suzanne Grefsheim, FMLA
Betsy L. Humphreys, AHIP, FMLA
Linda Garr Markwell, AHIP, FMLA
Diane McKenzie, FMLA
Lenny Rhine, FMLA

Marcia C. Noyes Award
Rick B. Forsman, AHIP, FMLA
Poster Session #1: Sunday, May 18, 3:30 p.m.–4:30 p.m.  Hall of Exhibits

2: An Overlap Analysis of Occupational Therapy Electronic Journals Available in Full-text Databases and from Subscription Services  
Judy L. Schroeder

4: Closing the Divide to Achieve Bibliographic Consistency Among Three E-journal Access Tools  
Erica R. Powell, AHIP

6: Creative Partnerships: Collaborative Approaches to Cost Sharing  
Eric A. Rector and Alexa A. Mayo, AHIP

8: Only Connect the Consumer and the Evidence! Involving Patients in the Creation of a Patient Information Website  
Andrea Lane

10: Website Usability Testing Using Camtasia Software  
Caryn L. Scoville, Rachel A. Schaff, and E. Diane Johnson, AHIP

12: Collaborating to Bridge the Gaps in Educating Patients and Families  
Barbara S. Reich, AHIP, Karen DellaFave, and Deborah Magnan, AHIP

14: Implementation of SFX and MetaLib in a Multihospit al Health Care System  
Vicki Budzisz and Brenda Fay

16: Missing Links: Eroding Citations in Two Medical Library Journals  
Maureen Watson, AHIP, Gale Oren, AHIP, and Alex Watson

18: Bridging the Electronic Journal Gaps: Just How Far Back Can the Collection Go?  
Betsy A. Appleton and Kathe S. Obrig

Mary Beth Schell and Adam Dodd

22: Why Develop Knowledge Management Resources?  
David B. Goolabisingh, Suzetta C. Burrows, AHIP, and Mary Moore

24: Web 2.0 Tools in Medical and Nursing School Curriculum  
Trey Lemley and Judy Burnham, AHIP

28: Facebook as a Tool for Health Education  
Gillian G. Mayman

30: Six Essential Social Technologies for Health Sciences Faculty  
Gillian Mayman, Whitney A. Townsend, Mark MacEachern, and Marisa Conte

32: Third-year Medical Student Participation on a Daily News Service Editorial Board  
D. Elizabeth Irish, AHIP, Enid M. Geyer, AHIP, Jacob M. Reider, and Kimberly A. Noyes

34: Making the Connection: Assessing the Information Literacy Skills of First-year Students Enrolled in a Doctor of Dental Medicine (DMD) Program  
John Siegel, AHIP

36: Beyond PubMed  
Andrea S. Horne, Nadine P. Ellero, AHIP, and Inhye Kim Son, AHIP

38: Bridging the Gap to PDA Technology: The University of Connecticut Health Center PDA Program  
Robert M. Joven, Ben Smith, and Sheryl Bai

40: Bridging the Information Management Gaps in a Revised Medical School Curriculum  
Patricia C. Higginbottom, AHIP, Lee Vucovich, AHIP, and Gabriel Rios

42: Designing a Comprehensive Program to Support Nurses in a Hospital Magnet Journey  
Mary Lou Glazer, AHIP

44: Health Literacy: Stepping Stones to Understanding  
Janet L. Petty, AHIP, Shirley Sebald-Kinder, AHIP, and Leslie Lindsey

Brandi Tuttle, Connie Schardt, AHIP, Anne Powers, AHIP, and Megan von Isenburg

48: Launching a New Generation of Nursing Researchers into Nursing Informatics  
Carolyn M. Brown, AHIP, and Anna Getselman, AHIP

50: Supporting “No Harm on the Farm”  
Ellen Schellhause

52: Aiming to Connect and to Captivate  
Linda J. Collins, AHIP

54: Being Present at the Birth: Distance Learning Services for Nurse Midwifery Students  
Colleen M. Kenefick, AHIP, and Susan E. Werner

56: Evidence-based Medicine Tool Picking Made Easy: Simplifying the Tiers of Evidence Helps Students Choose the Best Information Tools for Their Clinical Questions  
Rita Shaughnessy, Rita Vine, and Mindy Thuna

58: Linking Medical Residents to Training: An Analysis of Training Needs  
Rick Wallace, AHIP

60: Bridging the Training Gap by Connecting with Colleagues  
Jeanne M. Le Ber, Margo Beecher, and Andrea Brown

62: The Three-pronged Approach: A Framework for Teaching Information Management in the Health Sciences  
Erika L. Sevetson and Christopher Hooper-Lane, AHIP

64: Connecting with Students: Using Case Studies to Teach Research Skills  
Sharon C. Murphy, AHIP

66: Clickers in the Classroom and Beyond: Using Personal Response Systems to Improve Student Learning  
Janet G. Schnall, AHIP, Amy L. Harper, Leilani A. St. Anna, AHIP, and Joanne Rich

68: Connecting Health Sciences Students with MEDLINE through OvidSP: A Comparison of the Basic Search and Advanced Ovid Search Modes  
Eileen Eandi

70: Connecting with Customers: Customer Service Training for Library Staff  
Irene M. Lubker, Alan T. Williams, Kristine M. Hughes, Barbara A. Wright, AHIP, Jean P. Shipman, AHIP, and Catharine S. Canevari, AHIP

72: Medical Students Bridge Their Knowledge Gaps by Connecting to Lecture Podcasts  
Nancy T. Lombardo and Derek Cowan

74: Handouts No More: Increasing Access and Saving Paper By Using del.icio.us  
Mary J. Markland, AHIP

WWW.MLANET.ORG 43
76: Simplified Selection of Web Content: Balancing Library Expertise with User Data Jill E. Foust

78: Understanding Biocurators: Attributes and Roles of Model Organism Database Curators W. John MacMullen

80: VIPCare: A Collaborative Tool Connecting Third-year Medical School Students to Information at the Point of Learning Jane Ichord, Elizabeth J. Richardson, Amy LaVertu, and Eric D. Albright, AHIP

82: Connecting with International Evidence: Measuring the Importance of Multiple Database Searching for BMJ Clinical Evidence Sarah L. Greenley

84: EBM Librarian: A Wiki Connecting Instructors to Content Karen Odato and Connie Schardt, AHIP

86: Building on Existing Evidence: Comparing MEDLINE Systematic Review Search Strategies for Everyday Use Sarah L. Greenley

88: Use of Multiple Citation Analysis Resources to Measure Scientific Works: Evaluation and Comparison of Citation Analysis Tools Yanira García-Bárcena and John D. Jones Jr.

90: Using Innovative Technology to Showcase the Uniqueness and Elevate the Global Visibility of a Special Collection Christopher Ryland, Taneya Koonce, James Thweatt, Mary Teloh, and Nunzia Giuse, AHIP, FMLA

92: Information Management: “Compounds Capable of Relieving Pain without the Loss of CONSCIOUSNESS” (See Medical Subject Headings for Analgesics) Mia S. White, AHIP, and Anna Getselman

94: Medical Librarians in Disaster Preparedness, Response, and Recovery Stacey J. Arnesen, Gale A. Dutcher, Cynthia B. Love, and Steven J. Phillips

96: Health Sciences Librarians in Michigan: Connecting to Emerging Web 2.0 Technologies Misa Mi, AHIP, Sandra Swanson, and Marie-Lise Shams, AHIP

98: An Analysis of Clinical Questions Asked at Professor Rounds: A Retrospective Review Nancy A. Bianchi

100: Connecting an Underserved Community with Consumer Health Information: The Clinical Informationist’s Role in a Health Education Program Elaine C. Mosher, Diane G. Schwartz, AHIP, FMLA, Elizabeth Eisenhauer, Helen Anne Wolf, Kavita P. Ahluwalia, Donna Slawek, Karen Lamson, and Tracy Diina

102: Library as Place: Defense of the Physical in a Perceived Virtual Environment Karen W. Dillon

104: “Phantom FTE’s” in a Hospital Medical Library Robert T. Neumeyer

106: Toolkit for Effective Collaboration Ulrike Dieterle

108: Building Team Connections in a Health Sciences Library Using the DISC Profile Nancy Allee, AHIP, and Jane Blumenthal, AHIP

110: Connecting University Initiatives in Health Literacy: Virginia Commonwealth University Librarians Help to Bridge Gaps Jean P. Shipman, AHIP, Shannon D. Jones, and Sarah E. Amick

112: Reaching New Levels: Creating a Career Ladder for Support Staff Jane Fama, James Comes, Vivian Frempong, Barbara Ingrassia, AHIP, Kerry Mayotte, Lisa Palmer, and Mary Piorun, AHIP

114: Passion Through Art: First Annual Atlantic Health Family Art Exhibition Patricia Regenberg, AHIP, and Maria R. Lupo

116: Make Mine a Double: Librarian Office Hours Multiply Basic Services Mellanye Lackey and K.T.L. Vaughan

120: Applying a Logic Model to an Evidence-based Practice Outreach Training Program Ruling Guo, AHIP, Janene Willer, and Barbara Bain

122: Pharmacy Preceptors’ Information Use Skills and Access to Drug Information Jonathan Koffel and Susan Staggs

124: Academic Medical Center to Rural Clinic: Ensuring Fair and Accurate Representation in Go Local Shiela Philpipp, Marianne Burke, AHIP, Alan Lampson, Tina Kussey, and Lesley Boucher

126: Bridging the Health Information Gap for Hospital Nurses Christine Shaw-Daigle, Lisa Demczuk, Analyn Cohen Baker, Melissa Raynard, Lori Giles-Smith, and Patricia Barrett


130:Forging New Directions: Launching a Scholarly Communications Initiative Cathy Sarl

132: Disaster and Emergency Preparedness Information for Special Populations Gale A. Dutcher and Deena M. Pers

134: Measuring the Effectiveness of Community Outreach: The Community Medical School Project Laura Haines

136: Tox Town en Español Cynthia B. Love and Judy Kramer

138: Somewhere Between the Monster Truck Pull and Desperate Housewives: Successful Marketing Connects Web Media to Health Information Consumers Sally M. Patrick

140: Bioinformatics Self-help Tools 24/7 Courtney D. Crummett, David Osterbur, and Paul Bain

142: Research First Aid: Two Libraries Reaching Out with One Podcast Amy E. Blevins and Mark Sanders

144: Connecting the Campus: Library Leadership in Social Networking Alexa A. Mayo, AHIP, Stefanie E. Warlick, and M. J. Tooey, AHIP

146: Librarians Supporting Health Sciences Programs in General Academic Libraries Mary K. Taylor, AHIP, and David A. Nolfi, AHIP

148: Why Wufoo? Collecting Data about Reference Desk Transactions Using an Online Form Builder Martha E. Hardy and Lisa McGuire
Poster Session #2: Monday, May 19, 3:30 p.m.–4:30 p.m.  Hall of Exhibits

1: Spanning Gaps in Information Services and Resources to Medical Residents
   Rick Wallace, AHIP

3: Weed It and They Will Come: The Nitty Gritty of Assessing, Weeding, and Rebuilding a Physical Book Collection
   Adriana Yoshii, AHIP, Kathleen Moeller, AHIP, FMLA, and I. Marina Salcedo

5: The Development of the Medical Library Consortia in Taiwan
   Tzu-heng Chiu, Huei-chu Chang, Josephine Yu-Tzuon Chuo, Yu-Hsiang Hu, and Peng Kao

7: Point-of-Care Resource Evaluation: Connecting the Library with User Needs
   Karen Stanley Grigg, Richard A. Peterson, AHIP, Connie Schardt, AHIP, and Patricia L. Thibodeau, AHIP, FMLA

9: Presenting the University of California–San Francisco Japanese Woodblock Print Collection on the Web
   Lisa A. Mix, Leslie Kleinberg, and Julia Kochi

11: OSTMED.DR: Building a Bridge from Citation to Full Text
    Elaine G. Powers

13: Incorporating Library Instruction and Resources into the University’s Writing Program for Undergraduates
    Anne Linton, AHIP, and Alexandra Gomes, AHIP

15: Teaching First-year Medical Students Where to Go First: Connecting Information Needs to E-resources
    Elizabeth Whipple, Margaret (Peggy) Richwine, and Frances Brahmi, AHIP

17: Developing an RSS Current Awareness Service
    Allan R. Barclay, AHIP, Rebecca J. Holz, Christopher Hooper-Lane, AHIP, Stephen M. Johnson, Andrew Osmond, and Erika Sevetson

19: Ebling Library’s Role in the Development, Launch, and Growth of the Innovations in a Medical Education Video Library and Digital Portal
    Ann M. Combs, Andrew J. Osmond, and Allan R. Barclay, AHIP

21: Assessing the Impact of National Library of Medicine-funded Grant Initiatives on the University’s “Information Workspace”
    Laura P. Barrett, AHIP, Jeanette de Richemond, Cecilia S. Gal, Paul B. Kantor, and Catherine L. Smith

23: Bridging the Gaps in Access: Merging Two Library Catalogs into One
    Robin Sewell, Mary Holcomb, and Joan B. Schlimgen

25: Virtual Reference: Chat With Us!
    Mariana Lapidus and Irena Dryankova-Bond

27: If We Build It, Will They Use It? Surveying Users to Improve Cross-cultural Health Care Information Services and Digital Library Design
    Anne G. Turner and Jennie A. Abrahamson

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Parliamentary Authority
Article XIII of the 2005 revised bylaws of the Medical Library Association provides that rules in the current edition of Robert’s Rules of Order Newly Revised shall govern the association in all cases where they are applicable and in which they are not inconsistent with the bylaws of the association.

Rules of the Assembly
The following rules govern the conduct of MLA business meetings.

The Floor
When addressing the chair, the person desiring recognition moves to a microphone and gives proper identification, including name and institution, as well as city and state or province. Only MLA members are permitted to speak on the floor of the assembly.

Motions and Resolutions
Main motions (those introducing new business) may be brought to the assembly only if written copies have been distributed at least twenty-four hours before the meeting to each Voting Member present or by unanimous consent of Voting Members present. Resolutions are motions presented formally.

Debate
Debate is limited to two minutes for each speaker; no speaker may have the floor twice on the same question until all who wish to speak have spoken. Members speaking a second time are limited to one minute.

Quorum
A quorum of 250 Voting Members is required for the transaction of business. For purposes of determining a quorum, a person eligible to cast 2 votes is counted as 2 Voting Members.

Voting
To facilitate the counting of votes, voting paddles are provided to all eligible voters attending the annual meeting. Voting paddles are color-coded to distinguish between Institutional and Regular Members. General consent may be used as a method of voting, if there is no objection. Any of the foregoing rules may be suspended by a two-thirds vote.

Understanding Motions
Motions are classified according to their purposes and characteristics.

Main Motions
An original main motion brings a new substantive question before the assembly for consideration and action. An incidental main motion relates to other business of the assembly or its past or future action. Incidental main motions include motions to amend something previously adopted and to rescind.

Subsidiary Motions
These motions may alter the main motion and are related to it.

- Lay on the table (a temporary delay)
- Previous question (to stop debate)
- Limit or extend debate
- Postpone to a certain time
- Commit or refer to a committee
- Amend
- Postpone indefinitely (to kill)

Privileged Motions
These motions have no direct connection to the main motion. They are the highest-ranking motions and are designed to take care of emergencies that arise in the assembly.

- Fix the time at which to adjourn—set an adjourned meeting
- Adjoin
- Recess
- Question of privilege
- Call for the orders of the day

Incidental Motions
These motions arise only incidentally out of business before the assembly. Most of these motions are not debatable and are handled as soon as they arise. Some incidental motions are:

- Appeal from the decision of the chair
- Consider seriatim (consideration by paragraph)
- Division of the question
- Parliamentary inquiry
- Point of information
- Point of order
- Suspend the rules
- Withdraw a motion

Motions that Bring a Question before the Assembly Again

- Take from the table
- Reconsider
- Rescind or amend something previously adopted

Precedence of Motions
Precedence sets the priority of motions and the order in which they must be proposed and considered. Subsidiary and privileged motions are ranked in this descending order:

- Fix the time at which to adjourn (highest ranking)
- Adjoin
- Recess
- Question of privilege
- Call for the orders of the day
- Lay on the table
- Previous question
- Limit or extend debate
- Postpone to a certain time
- Commit or refer
- Amend
- Postpone indefinitely
- Main motion

Only those motions that are higher in rank than the pending motion are in order and may be made. For example, when the main motion and the motion to commit are pending, only motions of higher rank than “commit” may be made.
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