MLA Conference Community

Rethink how you connect during MLA ’11.

Visit, comment, and interact on the blog, CrowdVine site, MLA ’11 Twitter, Flickr group, and more.

http://www.mlanet.org/am/am2011/events/conf_comm.html
Welcome to Minneapolis, host city for the 2011 MLA annual meeting and exhibition. Minneapolis has been named one of “America’s smartest cities” by The Daily Beast and one of “America’s best cities” by Outside magazine. And if that wasn’t enough, Forbes.com gives it the number one ranking for “America’s safest cities.” We think you will enjoy your stay here, whether you are attracted to a Twins baseball game or a Guthrie Theater offering or plan to spend some time at what is modestly known as the Mall of America. Attending the annual meeting is still the best way to “socially network” with your colleagues, and this year, there are even more ways to do that. Meet in person or use one of the online “Conference Community” options, including Twitter, CrowdVine, FriendFeed, and the MLA ’11 blog.

Four excellent plenary speakers will help you to rethink many facets of your professional life, including what the impact of the Internet on culture and community is, why it’s a great time to be a librarian, why control of tropical diseases is important to all of us, and how technology is affecting scholarly communications. There’s something for everyone at this meeting: continuing education courses; papers and posters on the latest research, outreach, and management topics; dedicated meeting time for sections and special interest groups to conduct their business; open forums to discuss key issues; and lots of opportunities to meet informally with your friends and colleagues.

It’s been 25 years since we met in Minneapolis, and we are once again toasting our colleagues from the National Library of Medicine (NLM) on the occasion of another landmark anniversary. We celebrated the NLM sesquicentennial (150 years) in Minneapolis in 1986, and we are back in time to celebrate the 175th anniversary of the world’s largest medical library and one of MLA’s strongest partners. Join us Tuesday night for that special event, cosponsored with the Friends of the National Library of Medicine, and enjoy your time in Minneapolis!

The 2011 National Program Committee (NPC) welcomes you to a location fit for a Prince; so grab your raspberry beret and enjoy the fabulous locale of Minneapolis, MN, for MLA ’11!

This year’s meeting is designed to help you rethink existing and emerging areas in medical librarianship. We are excited to have an extraordinary line up of speakers including Clay Shirky, T. Scott Plutchak, AHIP, Peter J. Hotez, and Geoffrey Bilder.

Clay Shirky—writer, consultant, and teacher of new technology and social media—will kick off with the John P. McGover Award Lecture and help us set the stage for the meeting. Shirky recently spoke at South by Southwest Interactive (SXSWi) in Austin, TX, where he highlighted how the Internet has generally disrupted news creation, consumption, and distribution. Shirky will share his thoughts on rethinking social media and how it relates to our profession.

During the Janet Doe Lecture, T. Scott Plutchak, director, Lister Hill Library, University of Alabama–Birmingham, will astound us with his perspectives on rethinking librarianship with his talk, “Breaking the Barriers of Time and Space: The Dawning of the Great Age of Librarians.”

You are in for a special treat on Wednesday morning with a double feature of speakers to leave you rethinking issues in librarianship all the way home. Peter Hotez, our Joseph Leiter NLM/MLA Lecturer, is distinguished research professor, Walter G. Ross Professor, and chair of the Department of Microbiology, Immunology, and Tropical Medicine, at George Washington University. His research focuses on vaccine development for parasitic diseases.

Our final plenary session will feature Geoffrey Bilder, director of strategic initiatives at CrossRef. Expect a lively conversation at the closing plenary session with Bilder as he helps us rethink scholarly communication.

The NPC 2011 has gone above and beyond to rethink meeting attendee engagement through the online MLA ’11 Conference Community. In addition to the popular social networking tool from MLA ’10, CrowdVine, we are promoting use of Twitter, CoveritLive, FriendFeed, foursquare, and quick response codes. These services will help you interact with the attendees and exhibitors at the meeting on a whole new level. Additionally, the 2011 NPC is excited to announce “ReThink Conversations.” After each plenary session, attendees will be asked to discuss a related question via Twitter. Display monitors will be strategically placed around the convention center so that members can watch and respond to the live conversations. Tweets can be made using a mobile device, laptop, or computers in the Internet Café.

Please don’t fear that we have jumped off the technological deep end; we have also scheduled a “Tweet-up,” a time to meet (in person) those you with whom you have been tweeting. And if you completed the online Twitter training session in April, you will receive one free drink ticket for this session—another reason to attend the Tweet-up!

The 2011 NPC is also excited to add a new style to MLA programming. Building on the successes of the lightning poster presentations at MLA ’10, the 2011 NPC is sponsoring an Ignite MLA session. The Ignite session offers presenters 5 minutes to make their point using only 20 slides that automatically advance every 15 seconds. This is an exciting way to present the scholarly and innovative work you are involved with to your colleagues.

We are glad you are here, and we hope you have the opportunity to take in all the presentations, speakers, and events to help you rethink your MLA meeting experience.

Visit the Conference Community at www.mlanet.org
Officers and Staff

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REgency

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Elsevier
Thomson Reuters
Wolters Kluwer Health | Ovid
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Children's Theater
McGraw-Hill Professional

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Walker Art Center
American Medical Association
BMJ Publishing
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Logical Images
The New England Journal of Medicine

Corporate Partners

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.

Platinum Partners

EBSCO Information Services
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Gold Partners

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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.
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<th>Time</th>
<th>Friday, May 13</th>
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<td>• Welcome Reception &amp; Opening of the Hall of Exhibits</td>
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**Program-at-a-glance sponsored by Logical Images.**
Featured Speakers

Sunday, May 15, 10:30 a.m.–noon

John P. McGovern Award Lecturer: Clay Shirky


“Technology/Media: The Future, Innovation, Business Strategy, Marketing and Sales, Ethics, and Culture”

Clay Shirky is a provocative new voice on all things Internet: economics and culture, media and community, and the open source movement. He divides his time between consulting, teaching, and writing on the social and economic effects of Internet technologies. His consulting practice is focused on the way network technologies provide new ways for groups to get things done, including collaboration tools, social networks, peer-to-peer sharing, collaborative filtering, and open source development.

In addition to his consulting work, Shirky is an adjunct professor in the New York University (NYU) graduate Interactive Telecommunications Program (ITP), where he teaches courses on the interrelated effects of the ways networks shape culture and vice versa. Prior to his appointment at NYU, Shirky was a partner at The Accelerator Group, an investment firm focused on early-stage companies. Formerly, he was the chief technology officer of the web media and design firm Site Specific, where he created the company’s media tracking database and server log analysis software. Site Specific was later acquired by CKS Group, where he was promoted to vice president technology, Eastern Region.


Shirky’s writings are archived at www.shirky.com, and he maintains a blog on his book at www.herecomeseverybody.org.

Monday, May 16, 9:00 a.m.–10:00 a.m.

Janet Doe Lecturer: T. Scott Plutchak, AHIP

“Breaking the Barriers of Time and Space: The Dawning of the Great Age of Librarians”

Janet Doe lecturers are chosen for their unique perspectives on the history or philosophy of medical librarianship. T. Scott Plutchak, AHIP, associate professor and director, Lister Hill Library of the Health Sciences, University of Alabama–Birmingham, has long been recognized for his thoughtful and provocative presentations and writing, in particular, the editorials that he wrote for the Journal of the Medical Library Association during his tenure as editor from 2000 to 2006. He has served on the MLA Board of Directors and on numerous other MLA committees and task forces, including both iterations of the Ethics Task Force, two National Program Committees, and the Nominating Committee.

Plutchak received his master’s degree from the University of Wisconsin–Oshkosh and was a National Library of Medicine library associate from 1983 to 1984. He was associate director and then director of the Health Sciences Center Library at St. Louis University before taking his current position in 1995.

As a member of the Association of Academic Health Sciences Libraries Publisher Liaison Task Force, he was instrumental in establishing the Chicago Collaborative, which brings together librarians, publishers, editors, and other stakeholders to work on the grand challenges facing the scholarly communications community. Since June of 2009, he has worked with the Scholarly Publishing Roundtable, convened by the US House Committee on Science and Technology, to develop consensus recommendations regarding public access policies for the peer-reviewed literature resulting from federal funding.

He was named MLA Southern Chapter Academic Librarian of the Year in 1999 and received MLA’s Estelle Brodman Award for the Academic Medical Librarian of the Year in 2001. In 2009, he received the Outstanding Alumni Award from the University of Wisconsin–Fox Valley.

Plutchak leads the world’s first open access librarian rock band, The Bearded Pigs, which has played at each MLA annual meeting since 2004.
Featured Speakers

Wednesday, May 18, 9:00 a.m.–10:00 a.m.

**Joseph Leiter NLM/MLA Lecturer: Peter J. Hotez**

Peter J. Hotez is distinguished research professor, Walter G. Ross Professor, and chair of the Department of Microbiology, Immunology, and Tropical Medicine, The George Washington University. He is also president of the Sabin Vaccine Institute, an affiliated nonprofit research and advocacy organization, and director and principal investigator of Sabin Vaccine Development, a product development partnership supported by the Sabin Vaccine Institute.

Hotez received a bachelor’s degree in molecular biophysics and biochemistry magna cum laude (Phi Beta Kappa) from Yale University, a doctorate from Rockefeller University, and a doctorate in medicine from Weill Cornell Medical College. He obtained pediatric residency training at Massachusetts General Hospital and postdoctoral training at the Yale University School of Medicine.

Hotez’s research focuses on vaccine development for parasitic diseases, with an emphasis on recombinant vaccines for hookworm and schistosomiasis. Hotez also has a strong policy interest to promote the control of neglected tropical diseases (NTDs). In 2006 at the Clinton Global Initiative, Hotez cofounded the Global Network for Neglected Tropical Diseases (GNNTD), with the mission to facilitate access to essential NTD medicines. In 2007, Hotez became the founding editor-in-chief of *Public Library of Science (PLoS) Neglected Tropical Diseases*, and he is currently the president of the American Society of Tropical Medicine and Hygiene. Hotez has published over 200 peer-reviewed journal articles as well as several books, including *Forgotten People, Forgotten Diseases: The Neglected Tropical Diseases and Their Impact on Global Health and Development*.

Wednesday, May 18, 10:30 a.m.–noon

**Plenary Speaker: Geoffrey Bilder**

Geoffrey Bilder is director of strategic initiatives at CrossRef and has more than sixteen years of experience as a technical leader in scholarly technology. He cofounded Brown University’s Scholarly Technology Group in 1993, providing the Brown academic community with advanced technology consulting to support their research, teaching, and scholarly communication. Subsequently, he was head of information technology research and development at Monitor Group, a global management consulting firm based in Cambridge, MA. From 2002 to 2005, Bilder was chief technology officer of the scholarly publishing firm Ingenta, and just prior to joining CrossRef, he was a publishing technology consultant at Scholarly Information Strategies, where he consulted extensively with publishers and librarians on emerging technologies and the ways they can affect scholarly and professional researchers.
General Information

Academy of Health Information Professionals Question and Answer Session
The Academy of Health Information Professionals (AHIP) is MLA’s professional development and career recognition program. MLA ‘11 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 16, 1:30 p.m.–2:30 p.m. in the Minneapolis Convention Center, Room 101F/G, Level One, to learn all about the credentialing program and application procedure.

Americans with Disabilities Act
The Minneapolis Convention Center, Hilton Minneapolis, and Hyatt Regency Minneapolis 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 visit the registration area.

Business Center and Shipping Services
The on-site FedEx Office Business Center offers a variety of services right from the main floor of the Minneapolis Convention Center. Your shipping, copy, binding, printing, and signage needs can be handled on-site prior to or during your event. From last minute supplies to overnight shipping, the business center is available to serve your business needs. Visit the FedEx Office center or call 612.339.0616 to learn more.

FedEx Office Business Center Hours
Monday–Friday 8:00 a.m.–5:00 p.m.
Saturday–Sunday 8:00 a.m.–4:00 p.m.

Child Care
All guests and children must have badges to attend meetings or events. Complimentary badges are available at the MLA Registration Center. Please note: Children under thirteen are not permitted in the exhibit hall. Child care arrangements should be made directly with the provider.

Conference Community
MLA is now more social than it has ever been before. MLA ‘11 is building off the success of last year’s Conference Community by using a variety of channels and backchannels for attendees to connect (www.mlanet.org/am/am2011/events/conf_comm.html). Even if you cannot come to Minneapolis, you can still access many of the tools on the Conference Community. The discounted e-Conference (Package D) offers full access to the Conference Community content of streaming video, continuing education, and more! All paid registrants will have full access to the online content on the Conference Community site.

Some Conference Community services include:

ReThink Conversations: From 10:00 a.m. to 10:30 a.m. each day, meeting attendees will be asked to discuss a question using Twitter. Display monitors will be strategically placed around the convention center so that attendees can watch and respond to the live conversations. Tweets can be made using a mobile device, laptop, or computers in the Internet Café.

CrowdVine: (www.mlanet.crowdvine.com): This simple and powerful social network customized for MLA ‘11 helps participants interact before, during, and after the meeting. Identify those who share common interests so that you can seek one another out and meet, in person, at MLA ‘11.

FriendFeed: MLA ‘11 hashtag #mlanet11 (www.friendfeed.com/mlanet/): FriendFeed pulls together updates from various Conference Community sites, including the blog and Twitter, using the hashtag #mlanet11. No need to install anything; just go to www.friendfeed.com/mlanet/ to see what people are saying about the meeting.

MLA ‘11 Blog: (www.npc.mlanet.org/mla11/): The roster of official MLA bloggers will bring you coverage throughout the meeting. This year, the blog is optimized for your mobile phone or personal digital assistant (PDA).

Videos and Photos: Keep an eye out for people with cameras! This year, the videography team will not tape section programming. Instead, they will wander the halls, talking to the “man on the street.” The video conversations will be edited by the team and then posted online (with your permission, of course!). Also keep an eye out for other opportunities to interact at the meeting with additional applications like foursquare and quick response codes!

Exhibit Hall Hours
See page 46.

Hospitality Center
MLA Registration Area, Minneapolis Convention Center, Lower Level Lobby
Discover Minneapolis, MN! 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
MLA Registration Area, Minneapolis Convention Center,
Lower Level Lobby
Sponsored by Elsevier.

The Internet Café provides convenient, twenty-four-hour Internet and wireless access for all meeting attendees. To access your offsite email, bring the name and, if possible, the Internet service provider (ISP) number of your host (mail server) and your MLA username and password.

Job Placement Center
Minneapolis Convention Center, Room L100D, Lower Level
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 16. 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/am2011/events/placement.html.

Job Placement Center Hours
Sunday, May 15
10:00 a.m.–5:00 p.m.
Monday, May 16
9:00 a.m.–11:30 a.m.
and 1:30 p.m.–5:00 p.m.
Tuesday, May 17
9:00 a.m.–noon
and 1:30 p.m.–5:00 p.m.
Wednesday, May 18
9:00 a.m.–noon

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

Member Resource Room
Minneapolis Convention Center, Room L100E, Lower Level
For your convenience, a photocopier, Windows-based computers, and a laser printer will be available for association business. Equipment is available on a first-come, first-served basis. Please bring your own USB drives. See the Job Placement Center for service hours. This room has no Internet access; please visit the Internet Café for online access.

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

MLA ‘12
Stop by the MLA ‘12 booth at the MLA Registration Center to learn about next year’s annual meeting in Seattle, WA. Members of the 2012 National Program and Local Assistance committees will be on hand to provide information and answer questions.

MLA Connections Booth/MLA Store
Minneapolis Convention Center, Booth 435/Exhibit Hall A, Lower Level
The MLA Booth and Scholarship Booth/MLA Store will be located in the Hall of Exhibits, and hours will be the same as the exhibit hours. Shop at the Scholarship Booth to support the MLA grants and scholarships program. Be sure to buy a raffle ticket. Purchase MLA publications at a discounted rate. Section Council and Chapter Council areas will also be part of the MLA booth.

Online Access to Video and Audio of Meeting Sessions
MLA ‘11 registrants will have online access to video recordings of the plenary sessions. Videos will be posted to MLANET about twenty-four hours after the session.
MLA registrants will have online access to audio recordings of most meeting sessions with visual electronic presentations. This is the same content that previously was offered on CD-ROM for an extra charge. Online access enables convenient access to meeting presentations to review the sessions you attended and hear sessions for the first time. Audio recordings of the sessions will be available online approximately three weeks after the meeting. Access to both video and audio recordings requires paid registration for MLA ‘11 (included in packages A, B, or C; available as a separate package D).

Registration Hours
Minneapolis Convention Center, Lower Level Lobby
Thursday, May 12
4:00 p.m.–7:00 p.m.
Friday, May 13
7:00 a.m.–7:00 p.m.
Saturday, May 14
7:00 a.m.–7:30 p.m.
Sunday, May 15
7:00 a.m.–5:00 p.m.
Monday, May 16
7:00 a.m.–5:00 p.m.
Tuesday, May 17
7:00 a.m.–5:00 p.m.
Wednesday, May 18
7:00 a.m.–10:30 a.m.
and noon–1:00 p.m.

Speaker Ready Room
Minneapolis Convention Center, Room M101B, Mezzanine Level
All speakers must check in at the Speaker Ready Room the day before their session to make sure we have the correct presentation loaded. Hours of operation are noon–6:00 p.m., on Saturday, May 14, and 8:00 a.m.–6:00 p.m., Sunday, May 15 to Tuesday, May 17.

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/am2011/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 Center.
### MLA Unit Meeting Schedule

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 20–35.

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Start</th>
<th>End</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012 National Program Committee</td>
<td>Saturday, May 14</td>
<td>8:00 a.m.</td>
<td>noon</td>
<td>Hilton Minneapolis, Salon C</td>
</tr>
<tr>
<td>2012 Section Program Planners</td>
<td>Saturday, May 14</td>
<td>4:15 p.m.</td>
<td>5:15 p.m.</td>
<td>Hilton Minneapolis, Salon F</td>
</tr>
<tr>
<td></td>
<td>Wednesday, May 18</td>
<td>7:00 a.m.</td>
<td>9:00 a.m.</td>
<td>Minneapolis Convention Center, M100F</td>
</tr>
<tr>
<td>2013 National Program Committee</td>
<td>Monday, May 16</td>
<td>7:30 a.m.</td>
<td>9:00 a.m.</td>
<td>Minneapolis Convention Center, M100C</td>
</tr>
<tr>
<td>Ad Hoc Committee for Advocating Scholarly Communication</td>
<td>Monday, May 16</td>
<td>10:00 a.m.</td>
<td>11:30 a.m.</td>
<td>Minneapolis Convention Center, M100D</td>
</tr>
<tr>
<td>African American Medical Librarians Alliance SIG</td>
<td>Sunday, May 15</td>
<td>2:00 p.m.</td>
<td>3:00 p.m.</td>
<td>Minneapolis Convention Center, L100F</td>
</tr>
<tr>
<td>Awards Committee</td>
<td>Monday, May 16</td>
<td>7:30 a.m.</td>
<td>9:00 a.m.</td>
<td>Hilton Minneapolis, Salon C</td>
</tr>
<tr>
<td>Bylaws Committee</td>
<td>Tuesday, May 17</td>
<td>7:30 a.m.</td>
<td>9:00 a.m.</td>
<td>Minneapolis Convention Center, M100D</td>
</tr>
<tr>
<td>Cancer Librarians Section Business Meeting</td>
<td>Monday, May 16</td>
<td>4:30 p.m.</td>
<td>6:00 p.m.</td>
<td>Minneapolis Convention Center, M100H</td>
</tr>
<tr>
<td>Chapter Continuing Education Chairs</td>
<td>Tuesday, May 17</td>
<td>8:00 a.m.</td>
<td>9:00 a.m.</td>
<td>Minneapolis Convention Center, M100E</td>
</tr>
<tr>
<td>Chapter Council</td>
<td>Saturday, May 14</td>
<td>8:00 a.m.</td>
<td>4:00 p.m.</td>
<td>Hilton Minneapolis, Salon G</td>
</tr>
<tr>
<td>Chapter Treasurers</td>
<td>Sunday, May 15</td>
<td>2:00 p.m.</td>
<td>3:00 p.m.</td>
<td>Minneapolis Convention Center, M100D</td>
</tr>
<tr>
<td>Chiropractic Libraries Section Business Meeting</td>
<td>Tuesday, May 17</td>
<td>4:30 p.m.</td>
<td>6:00 p.m.</td>
<td>Minneapolis Convention Center, M100B</td>
</tr>
<tr>
<td>Clinical Librarians and Evidence-Based Health Care SIG</td>
<td>Tuesday, May 17</td>
<td>1:00 p.m.</td>
<td>2:00 p.m.</td>
<td>Minneapolis Convention Center, M100B</td>
</tr>
<tr>
<td>Collection Development Section</td>
<td>Board Meeting</td>
<td>Sunday, May 15</td>
<td>7:00 a.m.</td>
<td>Minneapolis Convention Center, M100H</td>
</tr>
<tr>
<td></td>
<td>Business Meeting</td>
<td>Sunday, May 15</td>
<td>6:00 p.m.</td>
<td>Minneapolis Convention Center, 101J</td>
</tr>
<tr>
<td>Complementary and Alternative Medicine SIG</td>
<td>Monday, May 16</td>
<td>7:00 a.m.</td>
<td>9:00 a.m.</td>
<td>Minneapolis Convention Center, M100B</td>
</tr>
<tr>
<td>Consumer and Patient Health Information Section</td>
<td>Board Meeting</td>
<td>Sunday, May 15</td>
<td>7:00 a.m.</td>
<td>Minneapolis Convention Center, M100A</td>
</tr>
<tr>
<td></td>
<td>Business Meeting</td>
<td>Monday, May 16</td>
<td>4:30 p.m.</td>
<td>Minneapolis Convention Center, 101C</td>
</tr>
<tr>
<td>Continuing Education Committee</td>
<td>Wednesday, May 18</td>
<td>7:00 a.m.</td>
<td>9:00 a.m.</td>
<td>Minneapolis Convention Center, M100H</td>
</tr>
<tr>
<td></td>
<td>Wednesday, May 18</td>
<td>1:30 p.m.</td>
<td>7:00 p.m.</td>
<td>Minneapolis Convention Center, L100A/B</td>
</tr>
<tr>
<td>Corporate Information Services Section Business Meeting</td>
<td>Monday, May 16</td>
<td>4:30 p.m.</td>
<td>6:00 p.m.</td>
<td>Minneapolis Convention Center, M100B</td>
</tr>
<tr>
<td>Council of Osteopathic Librarians/Osteopathic Libraries SIG</td>
<td>Monday, May 16</td>
<td>7:00 a.m.</td>
<td>9:00 a.m.</td>
<td>Hilton Minneapolis, Directors Row 1</td>
</tr>
<tr>
<td>Credentialing Committee</td>
<td>Friday, May 13</td>
<td>7:00 p.m.</td>
<td>10:00 p.m.</td>
<td>Hilton Minneapolis, Salon B</td>
</tr>
<tr>
<td>Dental Section Business Meeting</td>
<td>Monday, May 16</td>
<td>4:30 p.m.</td>
<td>6:00 p.m.</td>
<td>Minneapolis Convention Center, M100E</td>
</tr>
<tr>
<td>Department of Veterans Affairs Librarians SIG</td>
<td>Sunday, May 15</td>
<td>7:00 a.m.</td>
<td>9:00 a.m.</td>
<td>Minneapolis Convention Center, L100F</td>
</tr>
<tr>
<td>Department of the US Army Medical Command Libraries SIG</td>
<td>Sunday, May 15</td>
<td>2:00 p.m.</td>
<td>3:00 p.m.</td>
<td>Minneapolis Convention Center, M100B</td>
</tr>
<tr>
<td>Educational Media and Technologies Section Business Meeting</td>
<td>Tuesday, May 17</td>
<td>4:30 p.m.</td>
<td>6:00 p.m.</td>
<td>Minneapolis Convention Center, M100D</td>
</tr>
<tr>
<td>Emerging Leaders Task Force</td>
<td>Monday, May 16</td>
<td>4:00 p.m.</td>
<td>5:30 p.m.</td>
<td>Minneapolis Convention Center, M100C</td>
</tr>
<tr>
<td>Federal Libraries Section Business Meeting</td>
<td>Monday, May 16</td>
<td>7:00 a.m.</td>
<td>9:00 a.m.</td>
<td>Minneapolis Convention Center, M100G</td>
</tr>
<tr>
<td>Fellows of MLA</td>
<td>Sunday, May 15</td>
<td>4:30 p.m.</td>
<td>6:00 p.m.</td>
<td>Minneapolis Convention Center, M100E</td>
</tr>
<tr>
<td>Governmental Relations Committee</td>
<td>Monday, May 16</td>
<td>7:30 a.m.</td>
<td>8:30 a.m.</td>
<td>Minneapolis Convention Center, M100F</td>
</tr>
<tr>
<td>Grants and Scholarships Committee</td>
<td>Wednesday, May 18</td>
<td>7:30 a.m.</td>
<td>9:00 a.m.</td>
<td>Hilton Minneapolis, Duluth</td>
</tr>
<tr>
<td>Health Association Libraries Section Business Meeting</td>
<td>Tuesday, May 17</td>
<td>7:00 a.m.</td>
<td>9:00 a.m.</td>
<td>Minneapolis Convention Center, M100C</td>
</tr>
<tr>
<td>History of the Health Sciences Section Business Meeting</td>
<td>Monday, May 16</td>
<td>4:30 p.m.</td>
<td>6:00 p.m.</td>
<td>Minneapolis Convention Center, M100F</td>
</tr>
<tr>
<td>Hospital Libraries Section</td>
<td>Committees Meeting</td>
<td>Monday, May 16</td>
<td>7:00 a.m.</td>
<td>Hilton Minneapolis, Directors Row 3</td>
</tr>
<tr>
<td></td>
<td>Executive Board Meeting</td>
<td>Sunday, May 15</td>
<td>7:00 a.m.</td>
<td>Minneapolis Convention Center, M100J</td>
</tr>
<tr>
<td></td>
<td>Business Meeting and Connection Reception</td>
<td>Sunday, May 15</td>
<td>6:00 p.m.</td>
<td>Minneapolis Convention Center, 102, Level One</td>
</tr>
<tr>
<td>Informationist SIG</td>
<td>Tuesday, May 17</td>
<td>7:00 a.m.</td>
<td>9:00 a.m.</td>
<td>Minneapolis Convention Center, M100F</td>
</tr>
<tr>
<td>Institutional Animal Care and Use SIG</td>
<td>Tuesday, May 17</td>
<td>2:00 p.m.</td>
<td>3:00 p.m.</td>
<td>Minneapolis Convention Center, M100H</td>
</tr>
<tr>
<td>Event</td>
<td>Date</td>
<td>Time</td>
<td>Location</td>
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<tr>
<td>International Cooperation Section Business Meeting</td>
<td>Sunday, May 15</td>
<td>7:00 a.m.</td>
<td>Minneapolis Convention Center, M100G</td>
<td></td>
</tr>
<tr>
<td>Joint MLA/AAHSL Ad Hoc Metrics Task Force</td>
<td>Tuesday, May 17</td>
<td>2:00 p.m.</td>
<td>Hilton Minneapolis, Imperial Suite</td>
<td></td>
</tr>
<tr>
<td>JMLA Editorial Board Business Meeting</td>
<td>Sunday, May 15</td>
<td>7:30 a.m.</td>
<td>Minneapolis Convention Center, M100E</td>
<td></td>
</tr>
<tr>
<td>Leaders Orientation</td>
<td>Saturday, May 14</td>
<td>3:00 p.m.</td>
<td>Hilton Minneapolis, Salon E/F</td>
<td></td>
</tr>
<tr>
<td>Leadership and Management Section Business Meeting</td>
<td>Monday, May 16</td>
<td>4:30 p.m.</td>
<td>Minneapolis Convention Center, M100G</td>
<td></td>
</tr>
<tr>
<td>Joseph Leiter NLM/MLA Lectureship Committee</td>
<td>Tuesday, May 17</td>
<td>3:30 p.m.</td>
<td>Minneapolis Convention Center, M100H</td>
<td></td>
</tr>
<tr>
<td>Lesbian, Gay, Bisexual, and Transgendered Health Science Librarians SIG</td>
<td>Monday, May 16</td>
<td>7:00 a.m.</td>
<td>Hilton Minneapolis, Directors Row 2</td>
<td></td>
</tr>
<tr>
<td>Librarians without Borders® Advisory Committee</td>
<td>Tuesday, May 17</td>
<td>7:30 a.m.</td>
<td>Minneapolis Convention Center, M100H</td>
<td></td>
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<tr>
<td>Libraries in Curriculum SIG</td>
<td>Tuesday, May 17</td>
<td>7:00 a.m.</td>
<td>Minneapolis Convention Center, M100H</td>
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<tr>
<td>Donald A. B. Lindberg Research Fellowship Jury</td>
<td>Tuesday, May 17</td>
<td>8:00 a.m.</td>
<td>Minneapolis Convention Center, M100B</td>
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</tr>
<tr>
<td>Mid-Atlantic Chapter/MLA 2011 Annual Meeting Planning Committee</td>
<td>Monday, May 16</td>
<td>7:00 a.m.</td>
<td>Hilton Minneapolis, Board Room 1</td>
<td></td>
</tr>
<tr>
<td>Medical Informatics Section Business Meeting</td>
<td>Sunday, May 15</td>
<td>7:00 a.m.</td>
<td>Minneapolis Convention Center, M100F</td>
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</tr>
<tr>
<td>Medical Library Education Section Business Meeting</td>
<td>Tuesday, May 17</td>
<td>7:00 a.m.</td>
<td>Minneapolis Convention Center, M100G</td>
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</tr>
<tr>
<td>Membership Committee</td>
<td>Tuesday, May 17</td>
<td>7:30 a.m.</td>
<td>Minneapolis Convention Center, M100D</td>
<td></td>
</tr>
<tr>
<td>MLA '13 Joint Section and Chapter Councils Task Force</td>
<td>Sunday, May 15</td>
<td>8:00 a.m.</td>
<td>Minneapolis Convention Center, M100B</td>
<td></td>
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<tr>
<td>Molecular Biology and Genomics SIG</td>
<td>Monday, May 16</td>
<td>7:00 a.m.</td>
<td>Hilton Minneapolis, Directors Row 4</td>
<td></td>
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<tr>
<td>New Members SIG</td>
<td>Sunday, May 15</td>
<td>2:00 p.m.</td>
<td>Minneapolis Convention Center, M100G</td>
<td></td>
</tr>
<tr>
<td>Nominating Committee (invitation only)</td>
<td>Saturday, May 14</td>
<td>8:00 a.m.</td>
<td>Hilton Minneapolis, Directors Row 3</td>
<td></td>
</tr>
<tr>
<td>Nursing and Allied Health Resources Section</td>
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<tr>
<td>Business Meeting</td>
<td>Monday, May 16</td>
<td>4:30 p.m.</td>
<td>Minneapolis Convention Center, 101B</td>
<td></td>
</tr>
<tr>
<td>Executive Board Meeting</td>
<td>Sunday, May 15</td>
<td>2:00 p.m.</td>
<td>Minneapolis Convention Center, M100F</td>
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</tr>
<tr>
<td>Oral History Committee</td>
<td>Wednesday, May 18</td>
<td>7:30 a.m.</td>
<td>Minneapolis Convention Center, M100D</td>
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</tr>
<tr>
<td>Outreach SIG</td>
<td>Tuesday, May 17</td>
<td>4:30 p.m.</td>
<td>Minneapolis Convention Center, M100C</td>
<td></td>
</tr>
<tr>
<td>Pharmacy and Drug Information Section Business Meeting</td>
<td>Monday, May 15</td>
<td>7:00 a.m.</td>
<td>Minneapolis Convention Center, M100C</td>
<td></td>
</tr>
<tr>
<td>Professional Recruitment and Retention Committee</td>
<td>Sunday, May 15</td>
<td>2:00 p.m.</td>
<td>Minneapolis Convention Center, M100H</td>
<td></td>
</tr>
<tr>
<td>Public Health/Health Administration Section Business Meeting</td>
<td>Tuesday, May 17</td>
<td>7:00 a.m.</td>
<td>Minneapolis Convention Center, L100C</td>
<td></td>
</tr>
<tr>
<td>Public Services Section Business Meeting</td>
<td>Monday, May 16</td>
<td>4:30 p.m.</td>
<td>Minneapolis Convention Center, M100D</td>
<td></td>
</tr>
<tr>
<td>Relevant Issues Section Business Meeting</td>
<td>Monday, May 16</td>
<td>7:00 a.m.</td>
<td>Minneapolis Convention Center, M100A</td>
<td></td>
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<tr>
<td>Research Section</td>
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</tr>
<tr>
<td>Awards: Judging Process Revealed</td>
<td>Sunday, May 15</td>
<td>7:00 a.m.</td>
<td>Minneapolis Convention Center, M100D</td>
<td></td>
</tr>
<tr>
<td>Business Meeting</td>
<td>Monday, May 16</td>
<td>7:00 a.m.</td>
<td>Minneapolis Convention Center, M100J</td>
<td></td>
</tr>
<tr>
<td>Retired Librarians SIG</td>
<td>Tuesday, May 17</td>
<td>1:00 p.m.</td>
<td>Minneapolis Convention Center, M100A</td>
<td></td>
</tr>
<tr>
<td>Section Continuing Education Chairs</td>
<td>Monday, May 16</td>
<td>8:00 a.m.</td>
<td>Minneapolis Convention Center, M100H</td>
<td></td>
</tr>
<tr>
<td>Section Council</td>
<td>Saturday, May 14</td>
<td>8:00 a.m.</td>
<td>Hilton Minneapolis, Salon F</td>
<td></td>
</tr>
<tr>
<td>Section Treasurers</td>
<td>Tuesday, May 17</td>
<td>1:00 p.m.</td>
<td>Minneapolis Convention Center, M100D</td>
<td></td>
</tr>
<tr>
<td>Southern Chapter Executive Board</td>
<td>Monday, May 16</td>
<td>7:00 a.m.</td>
<td>Hilton Minneapolis, Red Wing</td>
<td></td>
</tr>
<tr>
<td>Technical Services Section Business Meeting</td>
<td>Monday, May 16</td>
<td>7:00 a.m.</td>
<td>Hilton Minneapolis, Red Wing</td>
<td></td>
</tr>
<tr>
<td>Technical Services Informal Meeting / OCLC SIG</td>
<td>Sunday, May 15</td>
<td>7:00 a.m.</td>
<td>Minneapolis Convention Center, M100I</td>
<td></td>
</tr>
<tr>
<td>Technology Advisory Committee</td>
<td>Monday, May 16</td>
<td>7:30 a.m.</td>
<td>Minneapolis Convention Center, M100D</td>
<td></td>
</tr>
<tr>
<td>Translational Sciences Collaboration SIG</td>
<td>Sunday, May 15</td>
<td>2:00 p.m.</td>
<td>Minneapolis Convention Center, M100I</td>
<td></td>
</tr>
<tr>
<td>VA Library Network (VALNET) Meeting</td>
<td>Tuesday, May 17</td>
<td>4:30 p.m.</td>
<td>Minneapolis Convention Center, M100F</td>
<td></td>
</tr>
<tr>
<td>Veterinary Medical Libraries Section</td>
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<tr>
<td>Business Meeting</td>
<td>Monday, May 16</td>
<td>4:30 p.m.</td>
<td>Minneapolis Convention Center, 101A</td>
<td></td>
</tr>
<tr>
<td>Informal Meeting</td>
<td>Tuesday, May 17</td>
<td>4:30 p.m.</td>
<td>Minneapolis Convention Center, 101B</td>
<td></td>
</tr>
<tr>
<td>Special Raptor Program</td>
<td>Tuesday, May 17</td>
<td>2:00 p.m.</td>
<td>Minneapolis Convention Center, 101B</td>
<td></td>
</tr>
<tr>
<td>Vision Sciences SIG</td>
<td>Monday, May 16</td>
<td>7:00 a.m.</td>
<td>Minneapolis Convention Center, M100E</td>
<td></td>
</tr>
</tbody>
</table>
Continuing education (CE) courses are a great way to stay at the forefront of the health information profession. Onsite 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, instructors, and MLA CE contact hours. Details are also available at www.mlanet.org/am/am2011/ce/.

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

Offsite Facility Locations
Health Sciences Libraries
University of Minnesota
450B Diehl Hall, 505 Essex Street SE
Minneapolis MN

Minneapolis Community and Technical College
1501 Hennepin Avenue
Minneapolis, MN

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                             |

Course Suites

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

**Disaster Information Specialist**
These courses provide the latest information and resources in the field of disaster information.

**Evidence-based Practice**
These courses emphasize the librarian’s role in the practice of evidence-based health care.

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

**Information Specialist in Context**
These courses provide training and demonstrate knowledge regarding the role of the information specialist in context.

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

**Hands-on Computer Courses**
Hands-on computer courses are held at offsite facilities in Minneapolis, MN, not at the Minneapolis Convention Center, Hilton Minneapolis, or Hyatt Regency Minneapolis. Transportation will not be provided unless indicated below. Maps are available at the MLA Registration Center and Hospitality Center. Transportation provided for CE 401, CE 600, and CE 602.

MLA will host three eLearning opportunities during MLA ’11. MLA members who are not able to attend the meeting will be able to participate in live web-based versions of the courses.

**Friday, May 13**

**10:00 a.m.–5:00 p.m. (central time)**

**CE305** Walking in Nurse’s Shoes: Info Needs from Novice to Expert

**Saturday, May 14**

**1:00 p.m.–5:00 p.m. (central time)**

**CE203** Valuing Your Library: Needs Assessment, Program Development, Program Evaluation

**Wednesday, May 18**

**1:00 p.m.–5:00 p.m. (central time)**

**CE704** Evidence-based Medicine: Introduction to Study Design and Critical Appraisal
**Friday, May 13**

**8:00 a.m.–5:00 p.m.**

**CE500** The Medical Library’s Role in E-science and Data Sharing  
Minneapolis Convention Center, L100G

**CE600** Rapid Web-based Course Development: A Hands-on Workshop  
Offsite Facility: Health Sciences Libraries, Diehl Hall

**10:00 a.m.–5:00 p.m.**

**CE300** Walking in Nurse’s Shoes: Info Needs from Novice to Expert  
Minneapolis Convention Center, L100H

**8:00 a.m.–noon**

**CE301** Diagnostic Error and Patient Safety: Team Up and Tackle It  
Minneapolis Convention Center, L100C

**CE400** Understanding Usage Statistics and Using Them as a Decision-making Tool  
Minneapolis Convention Center, L100A

**CE501** Rethinking Connections with Our Users: Incorporating Mobile Devices into Library Services  
Minneapolis Convention Center, L100B

**1:00 p.m.–5:00 p.m.**

**CE502** Electronic Resources Management Systems (ERMS) 101  
Minneapolis Convention Center, L100B

**Saturday, May 14**

**8:00 a.m.–5:00 p.m.**

**CE303** Medical Subject Headings (MeSH) for Searchers  
Offsite Facility: Health Sciences Libraries, Diehl Hall

**8:00 a.m.–3:00 p.m.**

**CE101** Copyright for Health Sciences Librarians  
Minneapolis Convention Center, L100G

**CE200** Marketing as if Your Library Depended on It  
Minneapolis Convention Center, L100F

**Wednesday, May 18**

**1:00 p.m.–5:00 p.m.**

**CE303** Beyond an Apple a Day: Providing Consumer Health Information at Your Library  
Offsite Facility: Minneapolis Community and Technical College

**CE306** Resources for Disaster Preparedness and Response  
Offsite Facility: Minneapolis Community and Technical College

**CE602** Entry to the Genome World: Genome Browsers  
Offsite Facility: Health Sciences Libraries, Diehl Hall

**CE703** Evidence-based Medicine: Introduction to Study Design and Critical Appraisal  
Minneapolis Convention Center, L100C
Friday, May 13, 2011

8:00 a.m.–5:00 p.m.
Continuing Education
See pages 18–19

9:00 a.m.–5:00 p.m.
MLA Board of Directors Meeting
Hilton Minneapolis, Duluth, Third Floor

Saturday, May 14, 2011

8:00 a.m.–5:00 p.m.
Continuing Education
See pages 18–19

12:30 p.m.–5:00 p.m.
Informal Meeting
NLM/AAHSL Leadership Fellows Program Leadership Institute
Hilton Minneapolis, Directors Row 1, Third Floor

3:00 p.m.–5:00 p.m.
Leaders Orientation
Hilton Minneapolis, Salon E/F, Third Floor

5:30 p.m.–7:30 p.m.
Welcome Reception and Opening of the Hall of Exhibits
Minneapolis Convention Center, Exhibit Hall A, Lower Level
Ticketed event.

Sunday, May 15, 2011

6:30 a.m.–7:30 a.m.
Majors 23rd Annual Walk for Fun
Meeting Place: Hilton Minneapolis Lobby

7:00 a.m.–8:15 a.m.
Sunrise Seminars
EBSCO Publishing: Computerized Provider Order Entry (CPOE), Order Sets, Meaningful Use: How Libraries Fit In
Minneapolis Convention Center, Room 101B, Level One
As part of the American Recovery and Reinvestment Act of 2009 (ARRA), the federal government has allocated funds to encourage increased usage of electronic health record (EHR) technology by hospitals and clinicians. This session will explore what that means for librarians and how you can participate in these initiatives.
Krames StayWell Patient Education Solutions Overview

Minneapolis Convention Center, Room 101C, Level One

Krames StayWell is the leading provider of health communication and patient education programs, offering a line of integrated, enterprise-wide solutions for all patient touch points across the continuum of care. Whether it’s with print, mobile, or interactive, we provide solutions to help providers with patient education, marketing, and loyalty communication.

New Tools for Evidence-based Answers on Over 75,000 Natural Products and Integrative Therapies

Minneapolis Convention Center, Room 101J, Level One

Natural Medicines Comprehensive Database is the most comprehensive resource of its kind, providing answers on more than 75,000 integrative therapies in 16 databases. Learn about new tools, including the Nutrient Depletion Checker, Natural MedWatch for reporting adverse events, NMBER system for rating commercial products, treatment guidelines, alternative treatment modalities, and more.

Wolters Kluwer Health | Ovid Sunrise Seminar

Minneapolis Convention Center, Room 101A, Level One

7:00 a.m.–9:00 a.m.

Informal Meeting

National Network of Libraries of Medicine, Middle Atlantic Region (NN/LM MAR), Members Meeting

Minneapolis Convention Center, Room 101I, Level One

7:00 a.m.–9:00 a.m.

New Members/First-time Attendees Program and Breakfast

Minneapolis Convention Center, Room 102, Level One

Ticketed event, invitation only.

9:00 a.m.–10:00 a.m.

Plenary Session I: Welcome to MLA ’11 and Presidential Address

Minneapolis Convention Center, Ballroom A/B, Level One

Presiding: Ruth Holst, AHIP, FMLA, 2010/11 MLA President

Welcome from the President

Ruth Holst, AHIP, FMLA, 2010/11 MLA President, and Associate Director, National Network of Libraries of Medicine, Greater Midwest Region, Library of the Health Sciences, University of Illinois–Chicago

Welcome from the Midwest Chapter

Clare T. Leibfarth, President, Midwest Chapter, and Reference and Instruction Librarian and Liaison, Life and Health Sciences, University Libraries, Kent State University, Kent, OH

Welcome from the 2011 National Program Committee

Gabriel R. Rios, Cochair, 2011 National Program Committee (NPC), and Deputy Director, Lister Hill Library of the Health Sciences, University of Alabama–Birmingham; Bart Ragon, Cochair, 2011 NPC, and Associate Director, Library Technology Services and Development, Claude Moore Health Sciences Library, University of Virginia–Charlottesville; Linda A. Watson, AHIP, FMLA, Cochair, Local Assistance Committee (LAC), 2011 NPC, and Director, Health Science Libraries, University of Minnesota–Minneapolis; and Dawn Littleton, Cochair, LAC, 2011 NPC, and Assistant Professor, Medical Education, Mayo Clinic Libraries, Rochester, MN

Presidential Address

Ruth Holst, AHIP, FMLA, 2010/11 MLA President

10:00 a.m.-10:30 a.m.

Beverage Break/ReThink Conversations 1

Minneapolis Convention Center, Ballroom A/B Lobby, Level One

10:30 a.m.–noon

Plenary Session II: John P. McGovern Award Lecture


Minneapolis Convention Center, Ballroom A/B, Level One

Introduction: Gabriel R. Rios, Cochair, 2011 National Program Committee, and Deputy Director, Lister Hill Library of the Health Sciences, University of Alabama–Birmingham

Lecturer: Clay Shirky

noon–2:00 p.m.

Chapter Council Presents Chapter Sharing Roundtables Luncheon

Minneapolis Convention Center, Room 102, Level One

Ticketed event. No onsite ticket sales.

Sponsored by UpToDate.

noon–5:00 p.m.

Exhibits Open

Minneapolis Convention Center, Exhibit Hall A, Lower Level

12:30 p.m.–1:00 p.m.

Technology Showcase


Minneapolis Convention Center, Technology Showcase Stage, Exhibit Hall A, Lower Level

Featuring the highly cited journals of the Infectious Diseases Society of America, the 2011 Oxford Journals Medicine Collection includes sixty-eight journals across fields such as oncology, cardiology, reproductive medicine, gerontology, and public health. The 2011 medicine archive includes fifty-one journals with the option to subscribe or purchase this collection.

Visit the Conference Community at www.mlanet.org
12:30 p.m.–1:30 p.m.

Informal Meeting
EBSCO Publishing Biomedical Library Lunch and Learn
Minneapolis Convention Center, L100A/B/C, Lower Level

1:30 p.m.–2:00 p.m.

Technology Showcase
McGraw-Hill Professional: PAEasy — The Best Study Aid for the PANCE and PANRE
Minneapolis Convention Center, Technology Showcase Stage, Exhibit Hall A, Lower Level
Join us for an overview of the newly relaunched PAEasy, an online test-preparation product that allows physician assistant students to prepare for their PANCE and PANRE exams. With a new and improved interface, PAEasy now features institutional access, administrative reporting tools, and remediation linked to Lange library on AccessMedicine.

2:00 p.m.–3:00 p.m.

Informal Meeting
EBSCO: Maximizing Efficiency and Value in Collection Management and Discovery
Minneapolis Convention Center, Room 101C, Level One
Invitation only.

Poster Sessions 1
Minneapolis Convention Center, Exhibit Hall A, Lower Level
See pages 38–44 for a listing of poster presentations and presenters.

2:30 p.m.–3:00 p.m.

Beverage Break
Minneapolis Convention Center, Exhibit Hall A, Lower Level

Technology Showcase
Minneapolis Convention Center, Technology Showcase Stage, Exhibit Hall A, Lower Level
AccessPediatrics from McGraw-Hill is a new, online resource offering pediatric residents, medical students, and educators an unparalleled suite of text and tools. Combining multimedia, board review, and quick reference materials with a Custom Curriculum tool that enables robust resident tracking, AccessPediatrics meets the diverse, educational needs of aspiring pediatricians everywhere.

3:00 p.m.–4:30 p.m.

MLA Business Meeting
Minneapolis Convention Center, Ballroom A/B, Level One
Presiding: Ruth Holst, AHIP, FMLA, 2010/11 MLA President
Agenda
• Announcements
• In Memoriam
• Member Recognition
• Call to Order
• Announcements and Election Results
• New Business
• Treasurer’s Report: Jane L. Blumenthal, AHIP, Treasurer, MLA, and Director, Health Sciences Libraries, University of Michigan–Ann Arbor
• Executive Director’s Report: Carla J. Funk, CAE, Hon. FCLIP
• Annual Report
• Old Business

3:30 p.m.–4:00 p.m.

Technology Showcase
EBSCO Information Services: Nursing Reference Center: What’s New
Minneapolis Convention Center, Technology Showcase Stage, Exhibit Hall A, Lower Level
Nursing Reference Center contains evidence-based, point-of-care nursing content including condition and treatment overviews, red flags, interactions, guidelines, and proprietary Evidence-Based Care Sheets and Quick Lessons. Hospitals using Nursing Reference Center and CINAHL with Full Text satisfy applicable Joint Commission standards and help meet American Nurses Credentialing Center Magnet program model components status criteria.

4:30 p.m.–5:00 p.m.

Technology Showcase
Elsevier: Embase: Evidence-based Medicine Support for Medical Librarians
Minneapolis Convention Center, Technology Showcase Stage, Exhibit Hall A, Lower Level
Embase at MLA ’10 last year introduced “The Embase Game,” where medical librarians were given a list of issues, identified as holding back evidence-based medicine, and asked to come up with ideas on how to overcome these issues. This year, the Embase team will share developments with you on how Embase is better addressing some of the needs of medical librarians when it comes to evidence-based medicine.
Sunday, May 15, 2011   | Daily Program

Section Programs 1

2011 National Program Committee

Ignite MLA

Minneapolis Convention Center, Room 101D/E, Level One

Ignite your mind. Come witness a new type of presentation. The MLA Ignite session will be a fast-paced and fun gathering where twelve speakers each have five minutes to tell you about the latest in health, information, and technology. Slides auto advance every fifteen seconds, making this an energetic and exciting session that will keep you on the edge of your seat. Topics were solicited in April to discover the most recent and relevant themes impacting our profession. Session and speaker details will be published in the Official Program addendum and on SCHED, the online itinerary planner.

Dental Section

Fifth Annual Lecture on the Evidence Base, Rethinking the Librarian’s Role in Electronic Health Records (EHRs), Personal Health Records (PHRs), and Electronic Medical Records (EMRs): A Place at the Table

Sponsored by STAT!Ref.

Cosponsored by Consumer and Patient Health Information Section, Health Association Libraries Section, Medical Informatics Section, Nursing and Allied Health Resources Section, New Members SIG

Minneapolis Convention Center, Room 101A, Level One

Moderator: Elizabeth Kettell, Librarian, Health Science Libraries and Technologies, University of Rochester, Rochester, NY

Getting Invited to the Table: Using Pilot Projects to Demonstrate Library Value

Mary Beth Schell, Jim Curtis, and Adam Dodd

Invite Yourself to the Table: Librarians Contribute to Their Hospital System Electronic Medical Record

Margaret M. Bandy, AHIP, FMLA, Susan Brandes, and Karen K. Wells

The Role of Clinical Decision Support in Improving the Safety, Quality, and Efficiency of Patient Care at Exempla Healthcare

Terri Casterton

Hospital Libraries Section

The T-shaped Librarian

Cosponsored by Consumer and Patient Health Information Section, Complementary and Alternative Medicine SIG, Corporate Information Services Section, Leadership and Management Section, Molecular Biology and Genomics SIG, Library Marketing SIG

Minneapolis Convention Center, Room 101F/G, Level One

Moderator: Margo Coletti, AHIP, Director, Knowledge Services, Beth Israel Deaconess Medical Center, Boston, MA

Embedding Clinical Tools in the Clinical Culture at Stanford

Heidi A. Heilemann, AHIP

Model Template for a Health Care Knowledge Management Center

Mark Goldstein, AHIP

Use Your Expertise to Help Your Community with Their Knowledge Management Needs

Margaret M. Bandy, AHIP, FMLA

Finding New Ways to Support the Creative Life of an Academic Medical Center: Developing a Nursing Publications Database

David C. Stewart, AHIP

Medical Library Education Section

Instructional Best Practices

Cosponsored by Complementary and Alternative Medicine SIG, Educational Media and Technologies Section, History of the Health Sciences Section, Libraries in Curriculum SIG, Outreach SIG

Minneapolis Convention Center, Room 101B, Level One

Moderator: Jodi L. Philbrick, Health Informatics Course Coordinator, Department of Library and Information Sciences, College of Information, University of North Texas–Denton

Beyond Sutures: Integrating Library Instruction into Surgery Clerkship and Measuring the Results: A Cautionary Tale

Julia Whelan, AHIP, Elizabeth Breen, P. Scott Lapinski, and Gita Mody

Using Role Play to Teach Literature Search Skills to Pharmacy Students

Jennifer R. Martin, Sandra S. Kramer, and Marion K. Slack

Preparing Students to Practice Evidence-based Medicine in Residency: Rethinking Pre-post Evaluation Method after a Pilot Course

Assako N. Holyoke and James J. Deckert

Group Activities in Online Instruction: A Social Knowledge-sharing Group Exercise to Evaluate the Implementation of the National Library of Medicine’s 2006–2016 Long Range Plan

Charles J. Greenberg

Research Section

Refining Research: From Start to Finish

Cosponsored by Medical Library Education Section, Medical Informatics Section, Osteopathic Libraries SIG

Minneapolis Convention Center, Room 101C, Level One

Moderator: Carole M. Gilbert, AHIP, FMLA, Library Technician Program, Oakland Community College, Auburn Hills, MI
First a Good Question and Then an Appropriate Research Method
Michelynn McKnight, AHIP

Refining the Process and Doing the Work
Ellen G. Detlefsen

Getting to the Heart of the Matter: An Overview of Research Data Collection and Analysis
Ana D. Cleveland, AHIP

Disseminating Your Results
Joanne Gard Marshall, FMLA

Section Council

Next Steps: The Future (General Topic Session)
Cosponsored by Library Marketing SIG, New Members SIG
- Minneapolis Convention Center, Room 101J, Level One
  Moderator: Melissa L. Rethlefsen, Education Technology Librarian, Mayo Clinic Libraries, Mayo Clinic, Rochester, MN

The Twenty-first Century Health Information Professional: What Skills and Knowledge Are Required by Employers?
Karen Davies

Applying the Knowledge Commons Concept to Health Sciences Libraries
Valerie A. Lynn, AHIP, and Nancy I. Henry, AHIP

Going the Distance: Leveraging Social Media Tools to Engage Library Users
Emily Mazure, AHIP, Shannon D. Jones, AHIP, Jennifer McDaniel, AHIP, Andrew Bain, and Thelma Mack

The Next Generation of Auto Alerts
Linda M. Hartman, AHIP, and Andrea Ketchum, AHIP

Rethinking Information Delivery: Using a Natural Language Processing Application for Point-of-care Data Discovery
T. Elizabeth Workman and Joan M. Stoddard, AHIP

Technical Services Section

Rethinking Technical Services
Cosponsored by OCLC SIG
- Minneapolis Convention Center, Room 101I, Level One
  Moderator: Judy Kraemer, Director, Long Beach/Parks Medical Library, Long Beach Memorial Medical Center/Miller Children's Hospital, Long Beach, CA

The Method Behind the Madness: Explaining the Philosophy Behind Resource Description and Access to Technical Services Staff and Nontechnical Librarians
Megan Curran

The Case of E-book Management: A Multiple Access Points Approach
Jie Li, AHIP, Robert M. Britton, Justin C. Robertson, AHIP, and Andrea L. Wright

Rethinking Book Acquisitions: An Analysis of Book Usage over Time
I. Diane Cooper, AHIP, and Karen G. Smith

Rethinking Collection Development: A Case Study of Purchasing a Bioinformatics Software Tool
Courtney Crummett

Monday, May 16, 2011

Sunrise Seminars

EBSCO Information Services: Improve Patient Outcomes with Evidence-based Nursing and Allied Health Resources
- Minneapolis Convention Center, Room 101B, Level One
  EBSCO Publishing provides clinical content covering practice-related and research information needs for nurses and allied health professionals. Nursing Reference Center, the first point-of-care resource for nurses, includes evidence-based nursing content including condition and treatment overviews. CINAHL, covers nursing, health sciences librarianship, alternative and complementary medicine, consumer health, and seventeen allied health disciplines.

Krames StayWell Patient Education Solutions Overview
- Minneapolis Convention Center, Room 101C, Level One
  Krames StayWell is the leading provider of health communication and patient education programs, offering a line of integrated, enterprise-wide solutions for all patient touch points across the continuum of care. Whether it's with print, mobile, or interactive, we provide solutions to help providers with patient education, marketing, and loyalty communication.

National Library of Medicine (NLM): NLM Online Users’ Meeting
- Minneapolis Convention Center, Room 101J, Level One
  NLM staff will highlight recent accomplishments and indicate new developments in a variety of online systems including MEDLINE/PubMed, MedlinePlus, and other NLM products.
Monday, May 16, 2011 | Daily Program

Wolters Kluwer Health | Ovid Sunrise Seminar
- Minneapolis Convention Center, Room 101A, Level One

7:00 a.m.–9:00 a.m.

Informal Meetings
The Cochrane Library
- Minneapolis Convention Center, Room 101I, Level One

EFTS Update Session
- Minneapolis Convention Center, Room M100I, Mezzanine Level

EOS Seminar
- Minneapolis Convention Center, Room L100F, Lower Level

9:00 a.m.–10:00 a.m.

Plenary Session III: Janet Doe Lecture
- Minneapolis Convention Center, Ballroom A/B, Level One
Introduction: Ana D. Cleveland, AHIP, Regents Professor and Director, Health Informatics and Houston Programs, Department of Library and Information Sciences, College of Information, University of North Texas–Denton
Lecturer: T. Scott Plutchak, AHIP, Director, Library Hill Library of the Health Sciences, University of Alabama–Birmingham

10:00 a.m.–10:30 a.m.

Beverage Break/ReThink Conversations 2
- Minneapolis Convention Center, Exhibit Hall A, Lower Level

Sponsored by BMJ Publishing.

10:00 a.m.–noon

Exhibits Open
- Minneapolis Convention Center, Exhibit Hall A, Lower Level

10:30 a.m.–11:00 a.m.

Technology Showcase
Berkeley Electronic Press: Institutional Repositories: Enhanced Visibility for Medical Schools
- Minneapolis Convention Center, Technology Showcase Stage, Exhibit Hall A, Lower Level

Learn how a growing number of medical schools—including Thomas Jefferson University, University of Massachusetts, and Washington University—are creating dynamic, campus-based digital repositories to preserve and showcase their intellectual output. Topics include:
- showcasing student scholarship
- publishing journals, newsletters, and magazines
- collecting research center and institute materials (e.g., to support Clinical and Translational Science Awards institutions)

10:30 a.m.–noon

Section Programs 2

Cancer Librarians Section
Revitalize Your Message
Cosponsored by Public Health/Health Administration Section, Leadership and Management Section, Library Marketing SIG, Medical Library Education Section, Molecular Biology and Genomics SIG, New Members SIG
- Minneapolis Convention Center, Room 101J, Level One
Moderator: Stephanie Fulton, AHIP, Associate Director, Research Medical Library, University of Texas MD Anderson Cancer Center–Houston

Why Are You Here? Using an Elevator Speech to Achieve Integration into a Clinical Team
Julia Esparza, AHIP

Now That They Are Here: Equipping New Librarians to Deliver Their Elevator Speech!
Shannon D. Jones, AHIP

Why Don’t You Have One Yet? Creating and Using Your Elevator Speech
Lisa K. Traditi, AHIP

Corporate Information Services Section
Being There: The Embedded Librarian
Cosponsored by Consumer and Patient Health Information Section, Institutional Animal Care and Use SIG, Library Marketing SIG, Molecular Biology and Genomics SIG, Pharmacy and Drug Information Section
- Minneapolis Convention Center, Room 101I, Level One
Moderator: Janette Schueller, AHIP, retired, Battelle Seattle Research Center, Seattle, WA

Integrating Embedded Clinical Informationists into the Users’ Workflows: Real-time Interactive Asking and Answering Clinical Questions
Amy E. Allison, AHIP, Kevin D. Bradford, Anna Getselman, and John Nemeth

Collaborating in a Personalized Medicine Initiative: Provision of a Pharmacogenetics Consult Service
Tracy C. Shields, Mary Beth Bauer, Annette M. Williams, Michael Laposata, and Nunzia B. Giuse, AHIP, FMLA

Embedded Clinical Medical Librarian: Assisting Patient Care on the Front Lines
Julia Esparza, AHIP, and Marianne Comegys

Embedded Librarian in Two Nurse-managed Clinics: Providing Health Information and Education to Vulnerable and Underserved Patients
Clista Clanton, AHIP

Visit the Conference Community at www.mlanet.org
Being There, There, and There: Using Research Methodology to Evaluate the Effectiveness of Librarians Embedded in Chart Rounds in a Multi-center Family Medicine Residency Program
Leonard Levin, AHIP, Judy Nordberg, and Heather-Lyn Haley

Federal Libraries Section
Rethinking Our Value: Determining Return on Investment (Part 1)
Cosponsored by Library Marketing SIG
Minneapolis Convention Center, Room 101F/G, Level One
Moderator: James King, Information Architect, NIH Library, National Institutes of Health, Bethesda, MD

Calculating the Return on Investment of Health Sciences Libraries
Nancy N. Woelfl

Rethinking Our Value: Federal Libraries Value Project
Terrie R. Wheeler, Edward J. Poletti, AHIP, Priscilla L. Stephenson, Janet Heekin, Jane A. Pellegrino, AHIP, Pamela Scott, Mary E. Ryan, Ann Russell Potter, AHIP, Kathy S. Parker, AHIP, Mary Virginia Taylor, Nancy Terry, Anne White-Olson, and Barbara Brandys

Rethinking Our Value: Design and Early Results from the National Network of Libraries of Medicine (NN/LM), Middle Atlantic Region (MAR), Value Study
Joanne Gard Marshall, FMLA, Julia F. Sollenberger, FMLA, Sharon Easterby-Gannett, AHIP, Mary Lou Klem, Lynn Kasner Morgan, Kathleen (Kate) Burr Oliver, Karen Brewer, AHIP, FMLA, Susan Cavanaugh, Kathel Dunn, Sue Hunter, Neil Romanosky, and Cheryl A. Thompson

Information Workflow of Academic Researchers in the Changing Technological Environment: An Interview Study
Michael L. Newman

Medical Informatics Section
Top Tech Trends V
Cosponsored by Educational Media and Technologies Section
Minneapolis Convention Center, Room 101D/E, Level One
Moderator: Michelle Kraft, AHIP, Senior Medical Librarian, Cleveland Clinic Alumni Library, Cleveland Clinic, Cleveland, OH

Top Tech Trends
Panelists: Eric Schnell, Bart Ragon, Wallace McLendon, Emily G. Morton-Owens, Emily J. Hurst, and Amy J. Chatfield

Nursing and Allied Health Resources Section
Evidence-based Collection Development in the New Millennium: Doing Better What We Have Always Done Well
Cosponsored by Collection Development Section, Technical Services Section

Relevant Issues Section
Rethinking Health Information: Creating Outreach Initiatives, Projects, and Programs to Reach Special Populations
Cosponsored by African American Medical Librarians Alliance SIG; Lesbian, Gay, Bisexual, and Transgendered
Health Science Librarians SIG
- Minneapolis Convention Center, Room 101B, Level One
Moderator: Max Anderson, Technology Coordinator, National Network of Libraries of Medicine, Greater Midwest Region, Chicago, IL

TU Teen Health: An Outreach Pilot Project at Tuskegee University
Margaret K. Alexander

Informed Innovations in Community Outreach: Analyzing Data to Effectively Deliver Health Information
Brenda M. Linares

Touch Technology Multilingual Health Information Project
Lisa Massengale

General and Environmental Health Education Outreach to K–12 Students and Teachers
Alla Keselman

Veterinary Medical Libraries Section
One Medicine/One Health: Interdisciplinary Collaborations
Cosponsored by Institutional Animal Care and Use SIG, Molecular Biology and Genomics SIG, Pharmacy and Drug Information Section
- Minneapolis Convention Center, Room 101A, Level One
Moderator: Christine Foster, AHIP, Deputy Director, Medical Sciences Library, Texas A&M University–College Station

Partnering with Student Health Services to Provide Quality Zoonotic Disease Prevention Information
- Kristine M. Alpi, AHIP, Carol E. Vreeland, AHIP, and Rhea M. Hebert

Identifying and Analyzing Interdisciplinary and Interinstitutional Research from United States Veterinary Colleges
- Gregory K. Youngen, Jessica R. Page, Heather K. Moberly, AHIP, and Barbara Hamel

The Interdisciplinary Village
- Linda M. Hartman, AHIP

Discovering Our Research Impact: A Bibliometric Exploration of What Journals and Disciplines Are Citing Our Work
- Michael A. Coffman and Mark E. Hopkins

Technology Showcase
EBSCO Information Services: DynaMed: What’s New
- Minneapolis Convention Center, Technology Showcase Stage, Exhibit Hall A, Lower Level

DynaMed, a point-of-care reference, provides health care professionals with the best available evidence to support clinical decision making. DynaMed is updated daily and has a rigorous process to provide summaries of the most valid, clinically relevant research results and to synthesize these summaries—providing clinicians with comprehensive answers to clinical questions.

noon–1:30 p.m.

MLA Awards Ceremony and Luncheon
- Minneapolis Convention Center, Ballroom A/B, Level One
Ticketed event. Tickets available at the MLA Registration Center until 5:00 p.m. on Saturday, May 14, 2011.
Sponsored by UpToDate.

1:15 p.m.–5:00 p.m.

Exhibits Open
- Minneapolis Convention Center, Exhibit Hall A, Lower Level

1:30 p.m.–2:00 p.m.

Technology Showcase
STAT!Ref: Cloud 2 Health Care Database Technologies and Evolution
- Minneapolis Convention Center, Technology Showcase Stage, Exhibit Hall A, Lower Level

Cloud 2 is the trend that health care libraries are experiencing in the convergence of cloud computing, social networking, and mobile applications. The way a health care professional works is fundamentally changing. STAT!Ref will continue to innovate to stay on top of these changes. Our web event will provide you with the education, expertise, and insight you need to thrive in today’s environment and stay ahead of the technology curve.

1:30 p.m.–2:30 p.m.

Academy of Health Information Professionals Q&A Session
- Minneapolis Convention Center, Room 101F/G, Level One
Join MLA’s Credentialing Committee for an overview of the academy, followed by a question-and-answer session.

2:00 p.m.–3:00 p.m.

Open Forums
Open Forum: Changing Face of Scholarly Communications
- Minneapolis Convention Center, Room 101C, Level One
Join the Ad Hoc Committee for Advocating Scholarly Communications and the Collection Development Section for a panel discussion on the changing landscape of scholarly communication and the impact of these changes on academic and hospital libraries. The program will provide an overview of the ad hoc committee’s 2010 survey and an
update on the National Institutes of Health public access policy. Panelists will then highlight some key issues and engage participants in a discussion of new roles and challenges for libraries in areas such as acquisition and licensing of e-books, the role of the library as publisher, resource sharing, and research data curation.

Open Forum: Library Solutions to Tracking Scholarly Publications
- Minneapolis Convention Center, Room 101A, Level One
In a scholarly world, it has always been important to track an individual’s research output and impact. Now, today’s focus on return on investment and cross-disciplinary collaboration has made tracking departmental and institutional research output and impact just as critical. In this open forum, representatives from several institutions will discuss their solutions, varying from homegrown databases to SciVal, from blogs to comprehensive faculty social networking tools. A brief panel discussion will be followed by a question-and-answer session, where audience members will have the opportunity to discuss their own solutions and ask panel members questions. The session will focus on the technology and tools needed to implement an institutional bibliographical database, authority control and database design, institutional usage, and librarian participation.

Open Forum: MegaMeeting Instruction
- Minneapolis Convention Center, Room 101D/E, Level One
MLA and its instructors, units, and chapters can use Mega-Meeting software to conduct virtual meetings and continuing education courses. MLA staff member Kate Corcoran will discuss how to use this software for a variety of applications.

Open Forum: MLA Membership Dues
- Minneapolis Convention Center, Room 101J, Level One
You are invited to discuss the recommended dues increase, which, if approved by members, would be phased in over 2012 and 2013. Dues enable MLA to provide desired programs and services and to advocate on behalf of the profession. Membership support in the form of dues also allows MLA to respond quickly and effectively to new issues that affect you, the members, and your libraries. Come express your views on the value of our collective voice in MLA.

Open Forum: Rising Stars
- Minneapolis Convention Center, Room 101B, Level One
The MLA Emerging Leaders Task Force will present a review of the MLA “Rising Stars” leadership development pilot program, including presentations by rising stars Karen L. Hanus, AHIP, assistant director, Libraries, Medical College of Wisconsin–Milwaukee; Emily J. Hurst, technology coordinator, National Network of Libraries of Medicine, Southeastern/Atlantic Region, Baltimore, MD; Rex R. Robison, informationist, NIH Library, National Institutes of Health, Bethesda, MD; and Robert Johnson, research librarian, Nursing, Science Library, University of California–Irvine, concerning their projects.
Diagnostic Related Groups Demand Informed Consumers
Helen-Ann B. Epstein, AHIP, and Rhonda J. Allard

Rethinking Instruction: The Historical Relationship Between Library Instruction and Medical Education
Rebecca S. Graves, AHIP

How Not To Be a Crash Test Dummy: Lessons in Survival from the Rust Belt
Nadia J. Lalla and Scott Hanley

Rethinking Parasitology Research: Reinventing the Index Catalogue of Medical and Veterinary Zoology
Heather K. Moberly, AHIP, Esther Carrigan, AHIP, Derek Halling, Nancy Burford, AHIP, Gail Clement, Trenton Boyd, AHIP, FMLA, and Sidney A. Ewing

International Cooperation Section
Collaborating across Borders to Improve Health Information Delivery
Cosponsored by Public Health/Health Administration Section
Minneapolis Convention Center, Room 101I, Level One
Moderator: Brian P. Bunnett, AHIP, Director, Library and Education Services, Health Sciences Library and Informatics Center, University of New Mexico–Albuquerque

A Solution in Sight: South-South and South-North Collaboration to Improve Access to the World’s Ophthalmic Information
Pamela C. Sieving, AHIP, Bette Anton, and Suzanne S. Gilbert

The Frontera Collaboration: Promoting Evidence-based Practice in the US–Mexico Border Region
Keith Cogdill, AHIP, Kathleen Carter, Graciela Reyna, Lorely Ambriz, Barbara Nail-Chiwetalu, Patricia Bradley, AHIP, Brooke Billman, AHIP, Yamila El-Khayat, Annabelle Nunez, Jeanette Ryan, Brett Kirkpatrick, and Julie Trumble

Supporting Evidence-based Medicine Training and Implementation in Haiti
Emily J. Vardell

A Passage to Armenia: Medical Librarians as International Fulbright Specialists
Charles J. Greenberg

Leadership and Management Section
Rethinking Libraries in Hard Times
Cosponsored by Corporate Information Services Section, History of the Health Sciences Section, Hospital Libraries Section, Institutional Animal Care and Use SIG, Library Marketing SIG, Pharmacy and Drug Information Section, Public Services Section, Veterinary Medical Libraries Section
Minneapolis Convention Center, Room 101B, Level One
Moderator: Janet L. Hobbs, AHIP, Manager, Medical Library, Cedars-Sinai Medical Center, Los Angeles, CA

The Changing Face of Reference: Biomedical and Health Information Services in the Classroom, Clinic, and Beyond
Michele R. Tennant, AHIP, Cecilia Botero, Beth Auten, AHIP, Linda C. Butson, AHIP, Mary Edwards, Nita Ferree, AHIP, Rolando Garcia-Milian, Jennifer A. Lyon, AHIP, and Hannah F. Norton, AHIP

Rethinking the Health Sciences Library as Place: Providing Service Without a Health Sciences Library
Susan K. Kendall

When the Going Gets Tough, the Tough Renegotiate Their Consortial Journal Deals
Emma Cryer, Karen S. Grigg, AHIP, and Christie Degener

The Politics of Rethinking: Building a Library Network for a Hospital System
Gretchen Hallerberg, AHIP, Marian Simonson, AHIP, and Michelle Kraft, AHIP

Medical Library Education Section
New Voices
Cosponsored by Research Section, New Members SIG
Minneapolis Convention Center, Room 101C, Level One
Moderator: Ana D. Cleveland, AHIP, Regents Professor and Director, Health Informatics Program, University of North Texas College of Information–Denton

Flying to the Top, One Tweet at a Time: Using Social Media to Rank Online Search Results
Robyn B. Reed, Carrie L. Iwema, and Ansuman Chattopadhyay

Making Sense of Breast and Ovarian Cancer in Minority Populations: Online Information Seeking by First-degree Relatives
Peggy Gross

An Exploration and Comparison of Web Technologies Utilization in Academic Health Sciences Libraries in the South Central and Pacific Southwest Regions
Sharon Lee

Information-seeking Behavior of Health Care Professionals: Recent Trends
Katia G. Karadjova

Are We Culturally Competent? Examining the Training and Involvement of Health Information Professionals
Letrice Davis

Section Council
Education (General Topic Session)
Cosponsored by Libraries in Curriculum SIG, Medical Library Education Section
Minneapolis Convention Center, Room 101J, Level One
Moderator: Shannon D. Jones, AHIP, Associate
Director, Research and Education, Tompkins-McCaw Library for the Health Sciences, Virginia Commonwealth University–Richmond

**It’s All Online: Developing and Implementing an Asynchronous Online Two-course Graduate Sequence in Health Sciences Information Services**
Marisa L. Conte

**Rethinking PubMed: How Effective Is Face-to-face Training**△
Joey Nicholson and Sharon Brown

**Faculty in Doctor of Nursing Practice Programs: How Do They Use Us and How Do They See Us?**△
Elizabeth V. Fine

**Meaningful Impact Factors: Assessing Bibliometric Education and Services**△
Dean Hendrix

**Redefining Boundaries: Nursing Instruction at a Global University**
Gurpreet K. Rana and Jody R. Lori

**Veterinary Medical Libraries Section**

**From Bench to Bedside: Librarians’ Roles in Translational Medicine**
Cosponsored by Institutional Animal Care and Use SIG, Molecular Biology and Genomics SIG, Pharmacy and Drug Information Section

Minneapolis Convention Center, Room 101A, Level One
Moderator: Norma Field Funkhouser, AHIP, Associate Professor and Veterinary Librarian, Medical Sciences Library, Texas A&M University–College Station

**Clinical and Translational Science Awards Renewal Activities: A Vital Role for Libraries**△
Kristi L. Holmes and Cathy C. Sarli, AHIP

**Perceptions of Data Needs, Data Skills, and Library Roles: A Focus Group of Translational Researchers**△
Tania P. Bardyn, AHIP, Taryn Resnick, AHIP, and Susan Camina

**For Better or for Worse: Marrying the Library to the Clinical and Translational Science Institute to Provide Molecular Biology Information Support Services**
Donna Berryman, Michele Shipley, and Julia F. Sollenberger, AHIP, FMLA

**Rethinking Our Roles: Genomics and Translational Medicine for Information Professionals**
Ana D. Cleveland, AHIP, Kristi L. Holmes, and Jodi L. Philbrick

**Lost in Translation? Not this Library! Engaging Translational Researchers on the Bench, at the Bedside, and Beyond**
Marisa L. Conte

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**Technology Showcase**

**EBSCO Information Services: CINAHL with Full Text and MEDLINE with Full Text**
Minneapolis Convention Center, Technology Showcase Stage, Exhibit Hall A, Lower Level

CINAHL with Full Text, the best source of full text for nursing and allied health journals, provides full text for 600+ journals indexed in CINAHL. MEDLINE with Full Text is the most comprehensive source of full text for medical journals, providing full text for nearly 1,400 journals indexed in MEDLINE.

**Technology Showcase**

**EBSCO Information Services: Patient Education Reference Center**
Minneapolis Convention Center, Technology Showcase Stage, Exhibit Hall A, Lower Level

Patient Education Reference Center adds patient information to patient care with a comprehensive collection of current, evidence-based patient education handouts for clinicians to print and distribute at the point of care. Handouts are designed to enhance patient understanding of treatment of conditions, procedures, drugs, discharge, and home care to lifestyle and wellness.

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**Sunrise Seminars**

**American Psychological Association’s (APA’s) Sunrise Seminar**
Minneapolis Convention Center, Room 101J, Level One

This program will highlight health sciences and related content with an emphasis on evidence-based research in the APA research databases. The program includes search demonstrations on the major vendor delivery platforms, an examination of database record structure and search fields, and information on training tools available for instructional librarians.

**McGraw-Hill Professional: For Librarians: Teaching Evidence-based Medicine with JAMAevidence**
Minneapolis Convention Center, Room 101A, Level One

Have you been tasked with teaching evidence-based medicine (EBM) at your institution? Join us for breakfast and an in-depth look at how to teach EBM courses using the groundbreaking JAMAevidence resource and its innovative Custom Syllabus tool. Learn how JAMAevidence can help you to continue to succeed in new educational roles.
The R2 Digital Library from Rittenhouse Book Distributors

Minneapolis Convention Center, Room 101C, Level One
The R2 Digital Library is a web-based application that aggregates e-book content from more than forty health sciences publishers in a single platform. If you are looking for e-books, the R2 Digital Library is your one source for leading publishers such as Elsevier Health Sciences; Lippincott, Williams & Wilkins; Oxford University Press; and more. The platform was conceived with an emphasis on meeting the information needs of the clinical end user and student, as well as careful attention to the workflow and collection development needs of librarians. The robust features and functionalities of the platform demonstrate how the use of emerging technologies can be utilized in the information community.

Wiley-Blackwell Evidence-Based Health Care Insider View

Minneapolis Convention Center, Room 101B, Level One
Learn the latest concepts in evidence-based health care and discover clinical decision support tools that help clinicians and nurses find quick answers anywhere, anytime. This showcase will help you ask the right questions, evaluate the latest evidence, and give you the insider view of tools adopted by libraries worldwide, The Cochrane Library and Essential Evidence Plus.

9:00 a.m.–10:00 a.m.

MLA Business Meeting II: Presidential Inaugural Address and MLA ‘12 Invitation

Minneapolis Convention Center, Ballroom A/B, Level One
Presiding: Ruth Holst, AHIP, FMLA, 2010/11 MLA President
Agenda
• Call to Order
• Old Business
• Recognition of Retiring Board Members
• Introduction of Incoming Board Members
• Recognition of Outgoing President
• Presidential Inaugural Address: Gerald (Jerry) Perry, AHIP, 2011/12 MLA President, and Director, Health Sciences Library, University of Colorado–Denver, Aurora, CO
• Resolutions
• Announcement of MLA Scholarship Booth Raffle Drawing

MLA ‘12 Invitation:
Teresa L. Knott, AHIP, Chair, 2012 National Program Committee (NPC), and Associate University Librarian and Director, Tompkins-McCaw Library for the Health Sciences, Virginia Commonwealth University–Richmond; Michelle Kraft, AHIP, Cochair, 2012 NPC, and Senior Medical Librarian, Cleveland Clinic Alumni Library, Cleveland Clinic, Cleveland, OH; Nicole Dettmar, Cochair, Local Assistance Committee (LAC), 2012 NPC, and Education and Assessment Coordinator, National Network of Libraries of Medicine, Pacific Northwest Region, Health Sciences Library, University of Washington–Seattle; and Lisa A. Oberg, Cochair, LAC, 2012 NPC, and Head, Information Services, Health Sciences Library, University of Washington–Seattle

10:00 a.m.–10:30 a.m.

Beverage Break/ReThink Conversations 3

Minneapolis Convention Center, Ballroom A/B Lobby, Level One, and Exhibit Hall A, Lower Level

10:00 a.m.–3:00 p.m.

Exhibits Open

Minneapolis Convention Center, Exhibit Hall A, Lower Level

10:30 a.m.–11:00 a.m.

Technology Showcase

EBSCO Information Services: Rehabilitation Reference Center

Minneapolis Convention Center, Technology Showcase Stage, Exhibit Hall A, Lower Level
Rehabilitation Reference Center, an evidence-based point-of-care clinical reference tool for use by rehabilitation clinicians, provides physical therapists, occupational therapists, and rehabilitation students with the best available evidence including clinical reviews, research instruments, and more than 10,000 exercise images, which may be added to customizable patient education handouts.

10:30 a.m.–11:30 a.m.

NLM Update

Minneapolis Convention Center, Ballroom A/B, Level One

11:30 a.m.–noon

Technology Showcase

Introducing Best Practice from the BMJ Group

Minneapolis Convention Center, Technology Showcase Stage, Exhibit Hall A, Lower Level
Introducing a new way to get fast and accurate answers to pressing diagnostic and treatment questions. Includes highly focused disease and drug information developed for health care professionals in North America. Brought to you by the BMJ Group, a global authority in evidence-based medicine.

12:30 p.m.–1:00 p.m.

Technology Showcase

Thomson Reuters EndNote Bibliographic Update

Minneapolis Convention Center, Technology Showcase Stage, Exhibit Hall A, Lower Level
Your researchers will enjoy the publishing simplicities found in EndNote, ResearcherID, and Web of Knowledge. Join us for a look at new connections between discovery and publishing, including improved support for National Institutes of Health grants. Get updates on our free training program and other resources available to your research community.
areas covered in medicine are neuroscience, psychology, public health and epidemiology, and social work. Specially commissioned abstracts and keywords are available at book and chapter level (free to non-subscribed users), and approximately 75 new and recently published books are added each year to these medical subject areas. Also, just launched is Oxford Medicine Online, a resource that contains a wide range of clinical content led by the Oxford Textbook of Medicine Online. Oxford University Press also has the leading medical style book in an online version, the AMA Manual of Style, 10th edition.

3:00 p.m.–4:30 p.m.

Section Programs 4

Consumer and Patient Health Information Section
Serving the Information Needs of a Multilingual/Multicultural Clientele
Cosponsored by Nursing and Allied Health Resources Section, Complementary and Alternative Medicine SIG, Outreach SIG

Minneapolis Convention Center, Room 101C, Level One
Moderator: Catherine Hogan Smith, AHIP, Community Services Librarian and Associate Professor, Lister Hill Library of the Health Sciences, University of Alabama–Birmingham

Increasing Access to Quality Information for New Americans: The New Americans Library and Internet Project
Judith Weinstein

Health Literacy Resources for Refugees: Is Reading Required? △
Margaret (Peg) Allen, AHIP, FMLA, Mary Alice Gillispie, Peter Yang, and MeLee Thao

Expanding Access to Culturally Diverse and Language Appropriate Health Information: The Web-based Refugee Health Information Network
Gale A. Dutcher and John C. Scott

Vocabulary and Taxonomy Issues When Searching Lesbian, Gay, Bisexual, and Transgender (LGBT) Health Literature △
Mary Jo Dorsey, AHIP

Educational Media and Technologies Section
Rethinking Portals
Cosponsored by Hospital Libraries Section; Lesbian, Gay, Bisexual, and Transgendered Health Science Librarians SIG

Minneapolis Convention Center, Room 101J, Level One
Moderator: Emily J. Hurst, Technology Coordinator, National Network of Libraries of Medicine, South Central Region, HAM-TMC Library, Houston Academy of Medicine-Texas Medical Center–Houston

Managing Multiple Websites in Drupal: Selecting the Right Tool for the Job
Emily G. Morton-Owens and Dorothy Moore
The Cake Is a Lie: Why Systems Can’t Manage Content and What to Do About It
Wayne Loftus, AHIP

Rethinking the Library Website: Choosing a Content Management System
Jin Wu and Janis F. Brown, AHIP

Converting an Intranet Site to the Cloud: Using LibGuides to Refresh a Library Portal
Melissa L. Rethlefsen, AHIP, Leah Osterhaus, Ann Farrell, Karen Larsen, Dana Gerberi, Vladana Gajic-Zoric, and Wanda Elkharwily

Federal Libraries Section
Rethinking Our Value: Determining Return on Investment (Part 2)
Cosponsored by Library Marketing SIG
Minneapolis Convention Center, Room 101F/G, Level One
Moderator: Mabel A. Trafford, Library Director, Medical Library, Tripler Army Medical Center, HI

New Roles Bring New Value: A Case Study in Listening to Customers and Creating Solutions
Terrie R. Wheeler

The Health Sciences Executive Research Service: Demonstrating Value to Nontraditional Clients
Whitney A. Townsend and Judith Smith

Rethinking Services: A Tailored Response to Copyright Highlights Library Value
Beth Layton, AHIP, Amber Repp, and Rienne Johnson

Library Roles in Creating Scholarly Metrics for Researchers and Research Funding Organizations
James King and Terrie R. Wheeler

Health Association Libraries Section
The Role of the Librarian in the Systematic Review Process
Cosponsored by Corporate Information Services Section, Institutional Animal Care and Use SIG, Medical Library Education Section
Minneapolis Convention Center, Room 101I, Level One
Moderator: Jodi L. Philbrick, Health Informatics Course Coordinator, Department of Library and Information Sciences, College of Information, University of North Texas–Denton

Lead, Follow, or Get Out of the Way: Teaming up with Nursing Faculty to Research, Write, and Publish Systematic Reviews
Kimberly J. Whalen

Beyond Searching: Practical Advice for Increasing Your Role in Systematic Reviews
Sarah L. Greenley

Leveraging Librarians’ Skills in Searching and Critical Appraisal in a Systematic Review Collaboration
Rebecca Jerome, Rachel Walden, J. Nikki McPheeters, Katherine Hartmann, and Nunzia B. Giuse, AHIP, FMLA

Librarians as Members of an Interdisciplinary Team Conducting a Systematic Review of Pharmacists’ Impact on Direct Patient Care
Jennifer R. Martin, Sandra S. Kramer, Marie A. Chisholm-Burns, Jeannie K. Lee, Christina A. Spivey, Marion K. Slack, and Richard N. Herrier

Development of a Collaborative Web-based Terminology Database, a Resource for Comprehensive Search Preparation
Ahlam Saleh, Melissa Ratajeski, and John LaDue

Leadership and Management Section
Case Studies on Rethinking Services, Space, Resources, and Roles
Cosponsored by Collection Development Section, Corporate Information Services Section, Veterinary Medical Libraries Section
Minneapolis Convention Center, Room 101A, Level One
Moderator: Anne M. Linton, AHIP, Director, Himmelfarb Health Sciences Library, The George Washington University, Washington, DC

The Embedded Librarian: Rethinking Staffing Models in Health Sciences Libraries
Dagmara Chojecki and Trish Chatterley

Re-thinking the Harrell Health Sciences Library: Retirements, Resignations, Reorganization, and Recruitment as Opportunities for Transformation
Cynthia K. Robinson, AHIP

The Role of the Academic Medical Center Library in Support of Online Learning for both the Academic and Health Care Enterprises
Catherine E. Delia, Julia F. Sollenberger, AHIP, FMLA, and Mike Bell

Millennial Medical Libraries: Library and Information Services for New Medical Schools
Keith Cogdill, AHIP, David Boilard, AHIP, Nadine Dexter, AHIP, Rebecca Ruddock, AHIP, Barbara Shearer, AHIP, and Richard Wood

Pharmacy and Drug Information Section
Changing Pharmacy Education
Minneapolis Convention Center, Room 101H, Level One
Moderator: Rae Jesano, AHIP, Librarian Liaison, College of Pharmacy, Health Science Center Libraries, University of Florida–Gainesville
Changing Pharmacy Education
Rodney Carter

Public Health/Health Administration Section
Health Policy Changes and the Role of Libraries and Librarians in Response
Cosponsored by Health Association Libraries Section; Lesbian, Gay, Bisexual, and Transgendered Health Science Librarians SIG
Minneapolis Convention Center, Room 101B, Level One
Moderator: Julia Esparza, AHIP, Clinical Medical Librarian, Medical Library, Louisiana State University Health Sciences Center–Shreveport

Roles for Librarians in the Changing Landscape of Federal Grants
Valerie Florance

New Roles for Health Sciences Librarians: Collaborating on Health Communications Research at the National Institutes of Health
Janet Heekin

MedlinePlus Connect: Opportunity for Librarians to Bring Patient Information into Organizations Responding to the Health Information Technology for Economic and Clinical Health (HITECH) Act
Joyce E. B. Backus

Investing in America’s Public Health Workforce: Shaping New Roles for Librarians
Elaine Russo Martin, Karen Dahlen, AHIP, and Javier Crespo

Section Council
Rethink Technology (General Topic Session)
Cosponsored by Educational Media and Technologies Section, Medical Informatics Section
Minneapolis Convention Center, Room 101D/E, Level One
Moderator: Linda C. Butson, Consumer Health and Community Outreach Librarian, Health Science Center Libraries, University of Florida–Gainesville

Rethinking Patient Education: A Sitemaker Data-access Website Helps to Streamline and Improve Patient Education at the University of Michigan Health System
Ruti Volk

Rethinking How Patrons Discover Information: Implementing a Discovery Tool
Elizabeth Ketterman, Megan E. Besaw, and Michael Tucker
4:30 p.m. – 6:00 p.m.

Informal Meeting
BIOBASE Electronic Resources
Minneapolis Convention Center, M100A, Mezzanine Level
4:30 p.m. – 6:00 p.m.

The Online Education Clinic: How to Improve the Effectiveness of Taking and Giving Virtual Classes
Minneapolis Convention Center, Room L100F, Lower Level
Visit this two-hour, open-door clinic and learn more about how to create, implement, and use online learning for professional and personal growth. Pick up how-to literature, chat with MLA online instructor Pat Wagner, and attend one of our interactive presentations on how to take a online class or how to implement a virtual class.
6:00 p.m.

Tweet-up in the Bar
Minneapolis Convention Center, Ballroom A/B Lobby, Level One
Sponsored by the American Medical Association.
Meet in person with the people you have been interacting with on Twitter during MLA ’11.
7:00 p.m. – 10:00 p.m.

National Library of Medicine’s 175th Anniversary Celebration
Minneapolis Convention Center, Ballroom A/B, Level One
Ticketed event.
Sponsored by UpToDate.
MLA ’11 attendees and Friends of the National Library of Medicine (NLM) members join together to celebrate NLM’s 175th anniversary at the biggest party of the year! Join us for this fun celebration to connect with your old and new friends at the MLA meeting. Come early to chat with your colleagues over food and drinks. Stay to enjoy a taste of the unique birthday cake.
Wednesday, May 18, 2011

9:00 a.m.–10:00 a.m.  
Joseph Leiter NLM/MLA Lecture  
Minneapolis Convention Center, Ballroom A/B, Level One  
Introduction: Anne M. Linton, AHIP, Chair, Joseph Leiter MLA/NLM Lectureship Committee, and Director, Himmel-farb Health Sciences Library, The George Washington University, Washington, DC  
Lecturer: Peter J. Hotez, Distinguished Research Professor, Walter G. Ross Professor, and Chair, Department of Microbiology, Immunology, and Tropical Medicine, The George Washington University, Washington, DC

10:00 a.m.–10:30 a.m.  
Beverage Break/Rethink Conversations 4  
Minneapolis Convention Center, Ballroom A/B Lobby, Level One

10:30 a.m.–noon  
Plenary Session  
Minneapolis Convention Center, Ballroom A/B, Level One  
Introduction: T. Scott Plutchak, AHIP, Director, List-er Hill Library of the Health Sciences, University of Alabama–Birmingham  
Speaker: Geoffrey Bilder, Director, Strategic Initiatives, CrossRef, Lynnfield, MA

12:30 p.m.–1:30 p.m.  
MLA Board of Directors Meeting  
Hilton Minneapolis, Duluth, Third Floor

1:00 p.m.–5:00 p.m.  
Continuing Education  
See pages 18–19

Notes
Awards, Grants, and Scholarships

Join MLA in recognizing the best and the brightest in the field. Attend the Awards Ceremony and Luncheon on Monday, May 16, 2011, from noon–1:30 p.m. The event takes place in the Minneapolis Convention Center, Ballroom A/B, Level One. One ticket to the luncheon is included with inclusive registration. You can purchase additional tickets at the MLA Registration Center prior to 5:00 p.m. on Saturday, May 14. Recipients are listed in order of presentation during the ceremony.

Joseph Leiter NLM/MLA Lectureship
Peter J. Hotez

John P. McGovern Award Lectureship
Clay Shirky

MLA Rising Stars
Karen L. Hanus, AHIP
Emily J. Hurst
Robert Johnson
Rex R. Robison

MLA Scholarship
Karen Gutzman

MLA Scholarship for Minority Students
Phil Jo

2011 Cunningham Memorial International Fellowship
Satish Munnoli

EBSCO/MLA Annual Meeting Grants
Sponsored by EBSCO Information Services.
Trish Chatterley
Anna Katherine Crawford
Lara Handler
Ryan Rafferty

MLA Annual Meeting Scholarship (one-time award)
Montie’ L. Dobbins, AHIP

David A. Kronick Traveling Fellowship
Endowed by the Bowden-Massey Foundation.
Linda C. Butson, AHIP

Donald A. B. Lindberg Research Fellowship
Thane Chambers

Medical Informatics Section/MLA Career Development Grant
Sponsored by the Medical Informatics Section.
Melissa Resnick, AHIP

MLA Research, Development, and Demonstration Project Grant
Kristine M. Alpi, AHIP

MLA Continuing Education Award
Beth A. Lewis

Virginia L. and William K. Beatty Volunteer Service Award
Kay E. Wellik, AHIP

Estelle Brodman Award for the Academic Medical Librarian of the Year
Nancy Tannery

Lois Ann Colaianni Award for Excellence and Achievement in Hospital Librarianship
Barbara J. Henry, AHIP

Lucretia W. McClure Excellence in Education Award
Gale G. Hannigan, AHIP

Carla J. Funk Governmental Relations Award
Sponsored by Kent A. Smith, FMLA.
J. Michael Homan, AHIP, FMLA

Green Project of the Year Award (one-time award)
National Institutes of Health Division of Library Services

Majors/MLA Chapter Project of the Year Award
Sponsored by J. A. Majors.
Medical Library Group of Southern California and Arizona (MLGSCA)

Rittenhouse Award
Sponsored by Rittenhouse Book Distributors.
Mahria Lebow

Thomson Reuters/Frank Bradway Rogers Information Advancement Award
Lei Wang

MLA Award for Distinguished Public Service
The Friends of the National Library of Medicine

MLA President’s Award
Susan S. Starr

2011 Janet Doe Lectureship
T. Scott Plutchak, AHIP

Fellowship
Trenton Boyd, AHIP, FMLA
Karen Butter, AHIP, FMLA
Lynn M. Fortney, FMLA

Marcia C. Noyes Award
Carol G. Jenkins, AHIP, FMLA
Poster Session 1 | Sunday, May 15, 2:00 p.m.–3:00 p.m.
Minneapolis Convention Center, Exhibit Hall A

1 Spiffin’ Up Information Services: Using LibGuides to Empower Users
Lee A. Vucovich, AHIP, Patricia C. Higginbottom, AHIP, Susan C. Smith, Emma O’Hagan, and Nicole Mitchell, AHIP

4 Are UK Hospital Libraries the Missing Link? △
Sarah Sutton

5 Rethinking Delivery of Consumer Health Information: Health Info To Go! A Collaborative Project △
Kim Granath, AHIP, and Cara Cadena

7 Rethinking Patient Education: A Large Health System Selects a Patient-education Product to Interface with the Electronic Medical Record
Ruti Volk, AHIP, Jean DuRussel-Weston, and Lisa Schneider

10 From Zero to Hero: Reinventing the Library’s Annual Report
Jovy-Anne Rosario, Rie Smethurst, Diana J. Cunningham, AHIP, and Marta Ambroziak

12 Adoption of Web-based Video Sharing Sites by Libraries of the Association of Academic Health Sciences Libraries △
Dean Hendrix, Alexis Alfasso, and Kerry Cotter

16 Digital Storytelling: A New Media Tool for Engaging American Indians
Laura Bartlett, Brenda Manuelito, Carmella Rodriguez, Judith L. Rieke, and Gale A. Dutcher

19 Sharing Our Experience: A Joint Practicum Between Two Academic Health Sciences Libraries △
Rebecca Raszewski, AHIP, Linda Ronan, Jonna Peterson, Jennifer Kooy, and Carol Scherrer, AHIP

22 Mitosis and the Life Cycle: A Metaphor for the Transformation of the Research Librarian
Sally A. Gore and Lisa A. Palmer, AHIP

25 Rethinking Online Tutorials: Using Software Simulation to Create More Interactive Tutorials
Anna Katherine Crawford

26 Rethinking Engagement: Getting More Involved with Clients △
Joey Nicholson and Nancy Schaefer, AHIP

Miriam L. King

33 Librarian-Nurse Partnerships Support and Sustain a Magnet Culture
Debbie Weaver, AHIP, and Anne Marie Kotzer

39 Wounded in Action: Reaching out to Veterans Through Art and Programs
Anna L. Tatro and M. J. Tooey, AHIP, FMLA

45 The Plagiarism Project
Karen Sorensen, Nancy R. Glassman, AHIP, Racheline G. Habousha, Aurelia Minuti, and Rachel Schwartz

48 Library Savvy: Incorporating New Access Points to Increase Tutorial Usage
Ryan Harris, AHIP, and Anna L. Tatro

51 Rethinking Programs: A Peer-reviewed Video Program △
Julia Esperza, AHIP, Stephanie Fulton, AHIP, Jodi L. Philbrick, Nancy J. Allee, AHIP, Carrie L. Iwema, Shannon D. Jones, AHIP, and Mindy Robinson-Paquette

54 MLA Amplified: Content Analysis and Tweeter Tales △
Marcus Banks and Marie T. Ascher, AHIP

57 Using EndNote to Format National Institutes of Health Grants Documents
Merle Rosenzweig and Stephanie Bird

60 Evolving Technologies to Support a Mobile and Collaborative Curriculum
Nancy T. Lombardo, Jeanne Marie Le Ber, and Todd Vandenbark

63 Academic Librarian Participation in Health Fairs: An Interactive Mode of Health Information Outreach △
Jodi Jameson and Lucy Duohon

66 Rethink Your Library Website: First Know Your End Users △
Todd Vandenbark

69 Volunteering with a Relief Organization to Provide Consumer Health Information
Rick Wallace, AHIP, Nakia Cook, AHIP, Biddanda (Suresh) Ponnappa, and Kefeng (Maylene) Qiu, AHIP

72 We’ve Got You Covered: Statewide Service Continuity in Disasters
Susan P. Hardee, Melanie J. Norton, AHIP, Francesca Allegri, AHIP, Jeffrey Coghill, AHIP, Mark McKone, Diana McDuffee, AHIP, Richard A. Peterson, AHIP, Mary Beth Schell, and Daniel T. Wilson

75 Literature Search Practicum for Third-year Medical Students △
Mia S. White, AHIP, Anna Getselman, and Erica Brownfield

78 An Innovative Use of Instant Messaging Technology to Support a Library’s Single-service Point
Andrea S. Horne, Bart Ragon, Daniel T. Wilson, and Adrienne D. Granitz

81 Being Where the People Are: Facebook Use Among US Public Health Organizations △
Lorelei Woody, Gillian Mayman, Nathan Hill, and Kate Saylor

84 How Satisfied Are Our Customers? A Five-year Evaluation of Information Desk Services and Staffing △
Alicia A. Livinski and Brigit S. Sullivan
Poster Sessions

87 Nurse-Library Staff Collaboration Leads to Clinical Questions Reference Service
Mark Vrabel, AHIP

90 Letting Go of Learn-As-You-Go: Establishing an Official Employee Handbook and Formal Orientation Process in an Academic Library after Forty Years
Deidra Woodson, Mark Baggett, and Kimberly Pullen

93 Librarian Involvement in Problem-based Learning: A Student Perspective
Jessica Kilham

96 Space Planning and Visioning: Preparing for the Future of the Galter Health Sciences Library, Northwestern University
James Shedlock, AHIP, FMLA

99 Librarian Housecalls: Going the Distance for Our Physician Assistant Program
Brandi D. Tuttle

102 Utilizing Tags to Enhance an E-book Portal
Nicole Theis-Mahon

105 (Trying to) Rethink the Reference Collection
Jeffrey Husted and Leslie J. Czechowski

108 Next Generation Discovery Systems and Biomedical Literature: Is Discovery Improved?
Linda C. K. Crook

111 ReThink: Open Access Still Moving Scholarly Communication Forward?
Helen-Ann B. Epstein, AHIP

114 The H-index in Nursing: Comparison of Google Scholar, Scopus, and Web of Science
Sandra L. De Groote, AHIP, and Rebecca Raszewski, AHIP

117 Library Services for People with Disabilities Twenty Years after the Americans with Disabilities Act: A Survey Updated
Christine A. Willis

120 How Well Do Faculty Know Their Copyrights? A Survey of Faculty Knowledge, Perception, and Use of Copyright
Heidi M. Nickisch Duggan, Mariani Burright, and Trudi Bellardo Hahn

123 Disaster and Emergency Planning Outreach Workshop at Selected Sites in Metropolitan Atlanta
Joe Swanson Jr., Roland B. Welmaker, Xiomara E. Arango, Darlene Parker-Kelly, and Cynthia L. Henderson, AHIP

126 Building Relationships through Monthly Health and Wellness Presentations and Events
Dana L. Ladd, AHIP, and Sarah Amick

129 Information-seeking Behavior after the Closure of a Hospital Library: A Case Study
Mary E. Jones

132 Rethinking Information Literacy: Reaching Out to Health Professions Students
Megan Davis

138 Envisioning New Roles for Librarians in Medical Students’ Specialty Selection Process
Sarah Cantrell and C. Scott Dorris

141 Revising, Improving, and Using a Locally Developed Worksheet for Multiple Journal Requests to Simplify the Review Process
Steven W. Brown and Kathe Obrig

144 Science Clips: The Centers for Disease Control and Prevention's Weekly Public Health Article Alerts
Rebecca Satterthwaite, AHIP, Gail Bang, Deidre Thomas, Robert Swain, Barbara Landreth, Kathleen Connick, Christy Cechman, John Iskander, Tanja Popovic, and Jocelyn A. Rankin, FMLA (deceased)

147 Moving from a Print to Online Book Collection for Hospital Libraries
James R. Bulger

150 How Well Are We Tracking Our Reference Statistics? A Usability Study on Electronic Reference Statistics
Vedana Vaidyanathan, Emily J. Vardell, Kimberly Loper, John Reynolds, and Tanya Feddern-Bekcan, AHIP

153 The Genesis of a New Course in Critical Scientific Reading with a Wikipedia Project Component
Andre J. Nault and Robert J. Washabau

156 Understanding Biomedical Terminologies: Development of Online Documentation to Facilitate User Comprehension
Patrick McLaughlin

159 Anatomy for Library Services: A Novel Way to Rethink Library Promotions
Catherine M. Boss, AHIP, Darlene Robertelli, and Chunwei Ma

162 Librarians Collaborating with Faculty for Scholarly Publication
Marie K. Saimbert, Janette (Jenny) Pierce, Pam Hargwood, and John T. Oliver

165 Bringing the Library to the Clinical and Translational Science Award (CTSA): An Online Community for Library-based Translational Science Initiatives
Adelaide M. Fletcher, AHIP, and Dana Abbey

168 Of Mice and Monographs: Assessing and Rebuilding the Veterinary Medicine Collection at an Academic Health Sciences Library
Marisa L. Conte

171 An Educational Timeline: One Library’s Involvement in Undergraduate Medical Education
Mark MacEachern, Whitney A. Townsend, and Kristen Young, AHIP
Poster Sessions

174 Assessing Institutional Compliance with the National Institutes of Health Public Access Policy
   Marisa L. Conte and Jean Song

177 Constant Change in Acquisitions
   Amy Faltinek, AHIP

180 Expanding Liaison Librarian Roles and Use of School-based Liaison Teams
   Deborah L. Lauseng, Nancy J. Allee, AHIP, Marisa L. Conte, Mark MacEachern, Whitney A. Townsend, and Lorelei Woody

183 Just Talking About It Helps! Rethinking Information Advocacy to Decrease Health Disparities and Promote Health Equity
   Patricia J. Devine and James E. Anderson

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Poster Session 2 | Tuesday, May 17, 1:00 p.m.–2:00 p.m.
Minneapolis Convention Center, Exhibit Hall A

2 Redesigning a Mobile-friendly Library Website: Lessons Learned
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Library Education Programs: Restructuring to Reach More Students, One Library’s Perspective
Victoria H. Goode

Rethinking Web Training: Using a Learning Management System for Search Skills Training
Teresa R. Coady, Priscilla L. Stephenson, Nancy Clark, Anna Alt-White, Beverly Prier, Ron Farson, and Ramona Wallace

Accessing Materials Using Dynamic Links in the Library Information System
David Brennan

The Development of Evidence Searching Anxiety Scale
Hui-Chin Chang, Long-Yau Lin, Chung-Hung Tsai, and En-Li Hao

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Refining a Local Bibliographic Database Design with Usability Testing: The Mayo Authors User Interface Project
Melissa L. Rethlefsen, AHIP, Dottie Hawthorne, AHIP, Mark Wentz, Larry Prokop, Thomas Suther, and John Schultz

Comparison of Selected Reference Management Tools
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**Parliamentary Authority**

Article XIII of the 2009 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 may be suspended by a two-thirds vote.

**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)
- Adjourn
- 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

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.

**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
- Adjourn
- Recess
- Question of privilege
- Call for the orders of the day

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