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Celebrating Our
Diversity



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ANNUAL MEETING AND EXHIBITION

MLA'05
MEDICAL LIBRARY
ASSOCIATION

**THE PREMIER EVENT IN THE
HEALTH SCIENCES INFORMATION PROFESSION**
MAY 14-19, 2005
SAN ANTONIO, TX
WWW.MLANET.ORG

KEY STRATEGIES AND INSIGHTS INTO:

The role of information and policy in health care

The practice of evidence-based health care

Legislative issues that directly affect libraries

Increasingly diverse and ever-changing information delivery needs

The challenge of serving both clinical practitioners and researchers

Managing library staffing

The impact of open access publications

New products and services

PRELIMINARY PROGRAM

MLA MEDICAL LIBRARY
ASSOCIATION
Quality information for improved health

65 East Wacker Place • Suite 1900
Chicago, Illinois 60601-7298

AN INVITATION TO ATTEND

The 2005 National Program Committee invites you to head to Texas in May for a celebration of our future and our diversity. As MLA President Joanne Marshall, AHIP, FMLA, stated in her 2004/05 inaugural address, "librarians must embrace diversity locally and globally." Member contributions, guest speakers, and exhibitors will showcase the many different ways diversity will impact medical libraries in the future. Our theme shouts out the positive, inspiring, and passionate feeling we have about our profession and ourselves. Join your colleagues in discovering how we all continue to provide a variety of services and resources that respond to the varied needs of the many different populations we serve.

The contributed papers and poster sessions will explore our future. Learn how integrative medicine is impacting consumers and clinical care.

Explore how medical libraries now serve a diverse global community with different languages, different cultures, different beliefs and traditions, different levels of comfort with new things, and different levels of technology to access information. Appreciate that "information" now comes in containers of different colors, shapes, and sizes displayed on all kinds of gadgets, and it comes through battery charges, cables, satellites, or wireless access. Look at how technology is affecting digitization, preservation, and open access initiatives.

Explore who is working in our libraries and what they are doing. Learn about someone who overcame adversity to make a significant contribution in medicine. Hear presentations by current or recently graduated students. Get ideas about how libraries can meet the information needs of both clinical practitioners and bioinformaticians. Learn how to conduct a reference interview with an emotionally distracted, mentally ill, or challenging patron. Look at leveraging diverse health information sources in information literacy training while understanding copyright, plagiarism, and bibliographic software. Understand how cloning impacts ethical issues and human medicine. And, finally, discover how to conduct research for librarianship.

What better place to celebrate diversity and the future than San Antonio. Now the eighth largest city in the United States, the city has retained its sense of history and tradition, while carefully adding cosmopolitan progress. The city has long been a crossroads and a meeting place. Sounds and flavors of Old Mexico, Europe, the Wild West, African Americans, Native Americans, and the Deep South mingle and merge. Visit www.sanantoniocvb.com for additional information.

—Elaine Russo Martin

—Linda Walton

Cochairs, 2005 National Program Committee



Elaine Russo Martin



Linda Walton

iFuturo Magnífico! Celebrating Our Diversity



MLA MEDICAL LIBRARY
ASSOCIATION
Quality information for improved health

MLA, a nonprofit, educational organization, is the leading advocate for health sciences information professionals with more than 4,700 members worldwide. Through its programs and services, MLA provides lifelong educational opportunities, supports a knowledgebase of health information research, and works with a global network of partners to promote the importance of quality information for improved health to the health care community and the public.

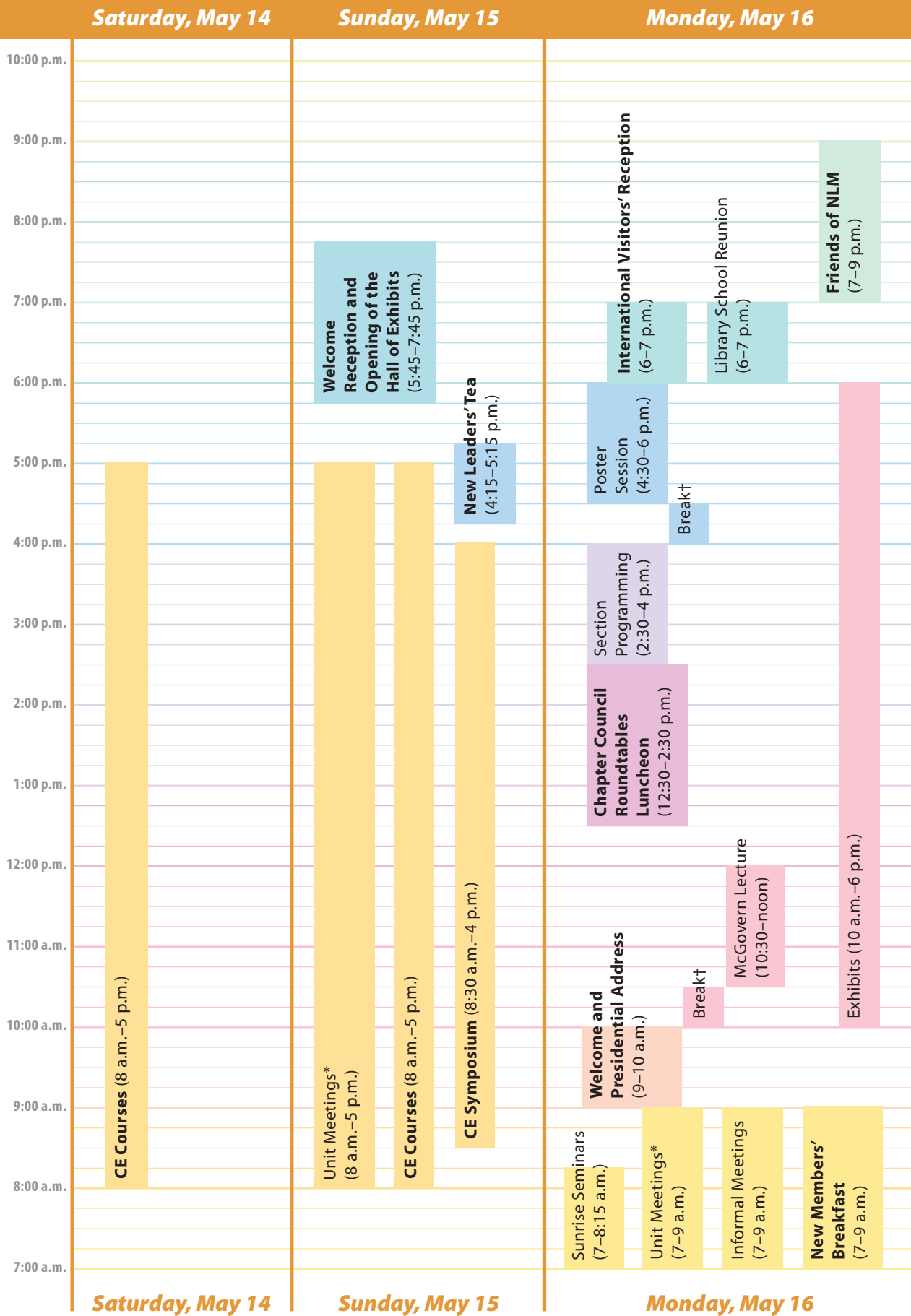


Members of the 2005 National Program Committee's Local Assistance Committee, left to right: Linda Levy, AHIP, Rita F. Smith, AHIP, Janifer Meldrum, Lynda Howell, Jonquil D. Feldman, AHIP, Ellen Todd Hanks, AHIP, Daniel Jones, AHIP, Martha (Molly) Harris, AHIP, Janna Lawrence, AHIP, Rajia C. Tobia, AHIP, Sallieann Swanner, Melissa De Santis, AHIP, Gabriel R. Rios, Dorothy Jobe, AHIP, and John Weed.

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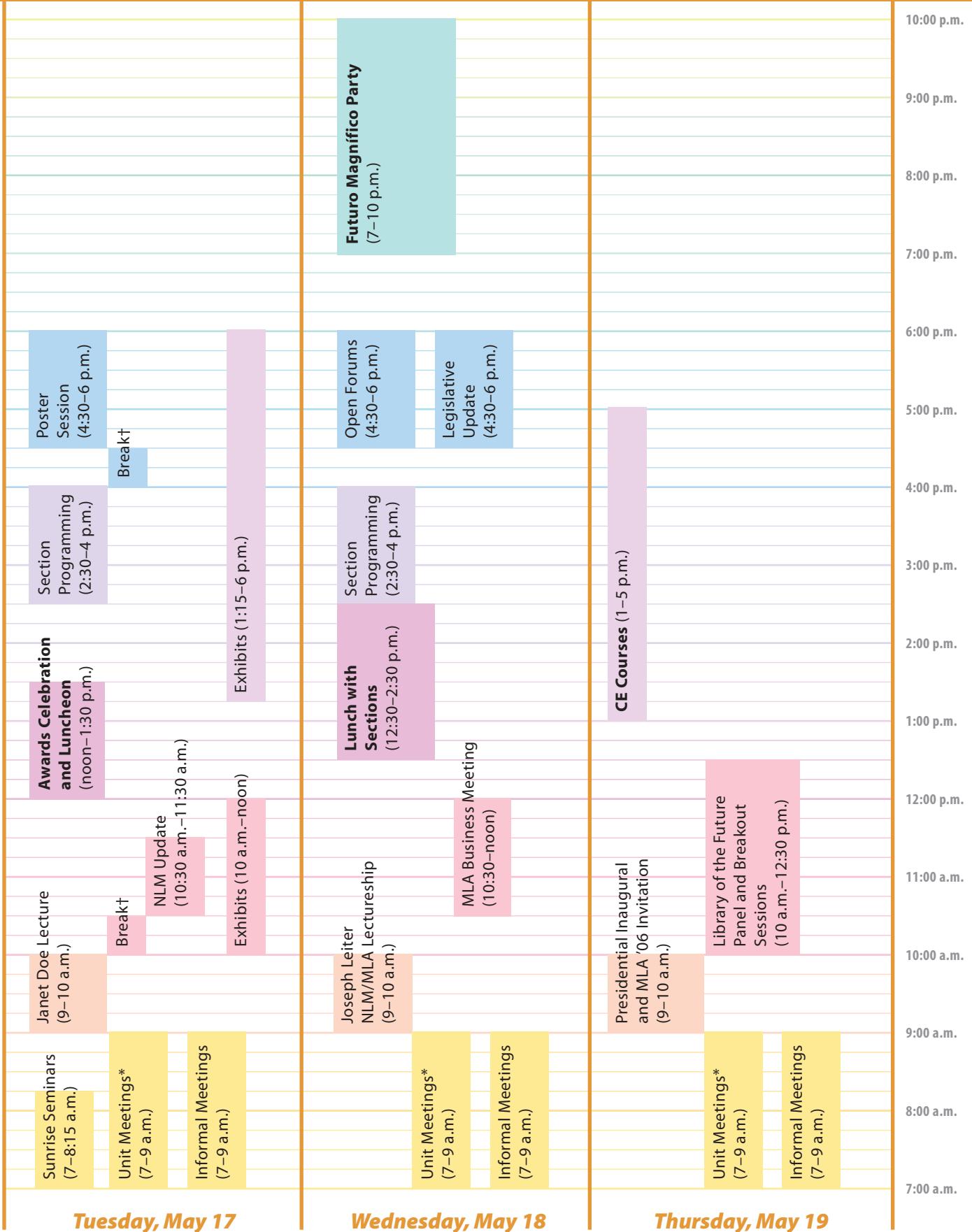
SCHEDULE



Tuesday, May 17

Wednesday, May 18

Thursday, May 19



* Units include MLA committees, sections, special interest groups, and task forces.
 † Refreshment breaks in the Hall of Exhibits.
Boldface indicates ticketed or invitation-only events.

FEATURED SPEAKERS

Monday, May 16, 10:30 a.m.–noon

John P. McGovern Lecture
Sponsored by EBSCO.

Julie Louise Gerberding, MD
Director, Centers for Disease Control and Prevention, and administrator, Agency for Toxic Substances and Disease Registry, Atlanta, GA



Julie Louise Gerberding became the director of the Centers for Disease Control and Prevention (CDC) and the administrator of the Agency for Toxic Substances and Disease Registry (ATSDR) on July 3, 2002. Before assuming these positions, Gerberding was acting deputy director of the National Center for Infectious Diseases (NCID), where she played a major role in leading CDC's response to the anthrax bioterrorism events of 2001. She joined CDC in 1998 as director of the Division of Healthcare Quality Promotion, NCID, where she developed CDC's patient safety initiatives and other programs to prevent infections, antimicrobial resistance, and medical errors in health care settings.

Prior to coming to CDC, Gerberding was a faculty member of the University of California–San Francisco

(UCSF) and directed the Prevention Epicenter, a multi-disciplinary research, training, and clinical service program focusing on preventing infections in patients and their health care providers. She is an associate clinical professor of medicine in infectious diseases at Emory University and an associate professor of medicine in infectious diseases at UCSF. She earned her bachelor's degree magna cum laude in chemistry and biology and her medical degree at Case Western Reserve University in Cleveland, OH. Gerberding then completed her internship and residency in internal medicine at UCSF, where she also served as chief medical resident before completing her fellowship in clinical pharmacology and infectious diseases at UCSF. She earned a master's degree in public health at the University of California–Berkeley in 1990.

Gerberding has been a consultant to the National Institutes of Health, the American Medical Association, CDC, the Occupational Safety and Health Administration, the National AIDS Commission, the Congressional Office of Technology Assessment, and the World Health Organization. She has authored or coauthored more than 140 peer-reviewed publications and textbook chapters and contributed to numerous guidelines and policies relevant to HIV prevention, post-exposure prophylaxis, management of infected health care personnel, and infection prevention associated with health care.

**Tuesday, May 17,
9:00 a.m.–10:00 a.m.**

The Janet Doe Lecturer
Fred W. Roper, AHIP, FMLA

MLA's Professional Development Programs: A Look Back at the Way Ahead

Fred W. Roper, AHIP, FMLA, was dean and professor at the University of South Carolina College of Library and Information Science from 1986–2002, when the college became the School of Library and Information Science in the newly formed College of Mass Communications and Information Studies. He served



as director of the school from 2002 until his retirement in June 2003.

Roper is an active member of MLA. He was MLA president during 1994/95 and served on the Board of Directors from 1987–1990 and 1993–1996. His most recent MLA assignments include chair of the Governance Task Force (1995–1997) and chair of the Task Force on Skills and Knowledge (1989–1992), which produced MLA's educational policy statement, *Platform for Change*. He became an MLA fellow in 1997 and, in 1998, received

the Marcia C. Noyes Award, the organization's highest professional distinction for recognized contributions to health sciences librari-

anship. In the same year, at MLA's centennial meeting, he was named to the list of 100 most notable members. In 2000, he received the President's Award for his contributions to the association's professional development program. Roper is also active in the American Library Association, the Association for Library and Information Science Education, and the Special Libraries Association and was inducted into its Hall of Fame in 2001.

A native of Hendersonville, NC, he attended the University of North Carolina (UNC), where he earned a bachelor of art's degree in English in 1960 and a master's degree in library science in 1962. He then

continued on page 9

The Janet Doe Lecturer *continued*

participated in a federally funded internship from 1962–1963 at the Biomedical Library at the University of California–Los Angeles, where he remained on staff for three years following the internship. In 1971, he completed his doctorate at Indiana University

and returned to his home state and alma mater. He taught for fifteen years at UNC and became associate professor and associate dean before being appointed dean at the University of South Carolina in 1986.

Roper has contributed many scholarly publications to the profession. He coauthored *Introduction to Reference Sources in the Health Sciences*. MLA copublished the fourth edition of this standard text on medical library information resources in 2004.

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

Joseph Leiter NLM/MLA Lectureship Joycelyn Elders, MD, former US Surgeon General



Joycelyn Elders was nominated surgeon general of the US Public Health Service by President Bill Clinton in July 1993. She served in this post until January 1995, after which time she went to work at the University of Arkansas Children's Hospital until her retirement in June 1998. She is now a professor

emeritus of pediatric endocrinology at the University of Arkansas School of Medical Science.

At fifteen, she received a scholarship from the United Methodist Church to attend Philander Smith College in Little Rock, AR. Upon graduation at eighteen, she entered the US Army as a first lieutenant and received

training as a physical therapist. Elders attended the University of Arkansas Medical School (UAMS) on the G.I. Bill. After graduation in 1960, she was an intern at the University of Minnesota Hospital–Minneapolis and did a pediatric residency and an endocrinology fellowship at the University of Arkansas Medical Center–Little Rock. She ascended the academic ladder to full professorship after her fellowship and board certification in 1976. She also holds a master of science degree in biochemistry.

Elders joined the faculty at UAMS as a professor of pediatrics and received board certification as a pediatric endocrinologist in 1978. Based on her studies of growth in children and the treatment of hormone-related illnesses, she has written many articles for medical research publications. She was appointed director of the Arkansas Department of Health in October of 1987. While serving as director, she was elected president of the Association of State and Territorial Health Officers.

Thursday, May 19, 10:00 a.m.–12:30 p.m.

Library of the Future Panel and Breakout Sessions

Sponsored by EBSCO.

The session will begin with a distinguished panel of speakers from Google Scholar, OCLC, Northwestern University, and Washington Hospital Center. The hour-long discussion will address the latest developments in search engines, electronic medical records, hardware, and scholarly publishing.

Following the panel will be breakout sessions with demonstrations from the National Library of Medicine, InfoPoem, MARCIVE, EBSCO, Rittenhouse, UpToDate, McGraw-Hill, and others of future products, research and development efforts, and the impact the future vision of the library will have on their products and services.



Lively featured speakers provide insights into professional challenges and offer motivation for the future. Photo by Randy Santos.

Sunday, May 15

Welcome Reception and Opening of the Hall of Exhibits

5:45 p.m.–7:45 p.m.

Ticketed event. One ticket to the reception is included with inclusive and conference-only registrations. Purchase additional tickets on the registration form on page 34.

Monday, May 16

Majors 17th Annual Walk for Fun

6:30 a.m.–8:00 a.m.

Sponsored by J. A. Majors Company.

Sunrise Seminars

7:00 a.m.–8:15 a.m.

These popular exhibitor-sponsored and exhibitor-produced educational workshops demonstrate new products and services.

New Members'/First-time Attendees' Breakfast

7:00 a.m.–9:00 a.m.

Invitation only. For more information, contact mlams2@mlahq.org or 312.419.9094 x13.

Chapter Council Presents Sharing Roundtables

12:30 p.m.–2:30 p.m.

Optional ticketed event. A lunch ticket is required and costs \$25. You must register in advance. There will be no onsite registration. Register by topic number. Registrations without a topic number cannot be processed.

Join your colleagues for lunch and informal discussions on a variety of topics. The roundtables provide an opportunity to share experiences, make new friends, and discuss mutual professional concerns and chapter activities.

This year, a limited number of free tickets are available to new members (i.e., MLA member for less than 5 years). This option is only available with online registration.

Facilitators will be at each table to initiate discussion, encourage participants, and collect evaluations. Recorders will be available to document the discussion for posting on the Chapter Council Website. Facilitators and recorders earn one point toward membership in the Academy of Health Information Professionals!

If you would like to share your skills and expertise as a facilitator or a recorder, please email Jan LaBeause, AHIP, chair, Chapter Council Roundtables Committee, at labeause_j@mercer.edu.

Roundtable Topics

- 1 Archives—Traditional and Electronic
- 2 Assessment and Evaluation
- 3 Budgeting
- 4 Consortial Arrangements and Resource Sharing
- 5 Consumer Health
- 6 Copyright Issues with E-journals and E-books
- 7 Cultural Diversity
- 8 Curriculum Integration
- 9 Digital Depositories
- 10 Distance Education
- 11 Evidence-based Medicine (EBM)
- 12 Expert Searching
- 13 Informationists
- 14 Interlibrary Loan in the Electronic Environment
- 15 Knowledge Management
- 16 License Negotiation
- 17 Marketing and Public Relations
- 18 Medical Images
- 19 Open Access/Scholarly Publishing
- 20 Organization of Electronic Resources
- 21 Outreach—Rural and Community
- 22 PDAs and Health Care
- 23 Recruitment, Retention, and Staff Development
- 24 Research Methods
- 25 Strategic Planning
- 26 Survival Strategies for Hospital Librarians/Libraries
- 27 Technology Issues for Hospital Librarians/Libraries
- 28 Virtual Reference Services
- 29 Web Design
- 30 Wireless Technology

Monday events continue on page 13

Monday, May 16, continued

International Visitors' Reception

6:00 p.m.–7:00 p.m.

Library School Reunion

6:00 p.m.–7:00 p.m.

Friends of the National Library of Medicine Reception

7:00 p.m.–9:00 p.m.

Optional ticketed event. Purchase tickets on the registration form on page 34.

Join the Friends of the National Library of Medicine (FNLM) at its annual party. More details will be available on the MLA '05 Website. Tickets are \$15 for FNLM members; \$38 for nonmembers (includes FNLM membership). Purchase tickets on the registration form on page 34.

IN THE HALL OF EXHIBITS

Hours

Sunday, May 15

Welcome reception and opening of exhibits

5:45 p.m.–7:45 p.m.

Monday, May 16

10:00 a.m.–6:00 p.m.

Tuesday, May 17

10:00 a.m.–noon and 1:15 p.m.–6:00 p.m.

The Hall of Exhibits offers opportunities to learn about the latest products and services from some of the most respected names in the profession. More than 100 exhibitors are expected. To fully enjoy the many displays, we suggest you allow 6 hours during the meeting for walking through the information-packed Hall of Exhibits.

Internet Café

Sponsored by Elsevier.

Saturday, May 14–Thursday, May 19

The Internet Cafe provides convenient Internet and wireless access for meeting participants. To access your offsite email, bring the name and, if possible, the Internet service provider (ISP) number of your host (mail server) and your MLANET username and password.

Poster Sessions

Monday, May 16, 4:30 p.m.–6:00 p.m.

Tuesday, May 17, 4:30 p.m.–6:00 p.m.

Peer-reviewed posters are a great opportunity to learn from your peers' experiences implementing new programs and establishing new techniques for today's contemporary library.

Technology Showcase

Hall of Exhibits Hours

A theater-style setting near the exhibit floor is open for exhibitor and member presentations on the latest technologies. Running throughout the day, these sessions are an opportunity for attendees to get a first look at the technology on the exhibit floor.

Exhibitor List (As of December 17, 2004)

AMERICAN ACADEMY OF ORTHOPAEDIC SURGEONS • AMERICAN ACADEMY OF PEDIATRICS • AMERICAN CHEMICAL SOCIETY • AMERICAN PHYSIOLOGICAL SOCIETY • AMERICAN PSYCHOLOGICAL ASSOCIATION • AMERICAN SOCIETY FOR BIOCHEMISTRY AND MOLECULAR BIOLOGY • AMERICAN SOCIETY OF HEALTH-SYSTEM PHARMACISTS • ANNUAL REVIEWS • BASCH SUBSCRIPTIONS • BLACKWELL PUBLISHING • BMJ PUBLISHING GROUP • CABI PUBLISHING • CENTERS FOR DISEASE CONTROL AND PREVENTION • CINAHL INFORMATION SYSTEMS • CISTI: CANADA INSTITUTE FOR SCIENTIFIC AND TECHNICAL INFORMATION • CYBERTOOLS • DYNAMICMEDICAL.COM • EBSCO INFORMATION SERVICES • ELSEVIER • EOS INTERNATIONAL • FACTS & COMPARISONS • GIDEON INFORMATICS • HARRASSOWITZ BOOKSELLERS & SUBSCRIPTION AGENTS • HEALTH AFFAIRS • HUMANA PRESS • INFOPOEM/INFORETRIEVER • INNOVATIVE INTERFACES • JAMA & ARCHIVES JOURNALS • KARGER • KENNEDY INSTITUTE-GEORGETOWN UNIVERSITY • LIPPINCOTT WILLIAMS & WILKINS • MAJORS SCIENTIFIC BOOKS • MARCIVE • MARY ANN LIEBERT PUBLISHERS • MATTHEWS MEDICAL & SCIENTIFIC BOOKS • MCGRAW-HILL • NATIONAL CENTER FOR HEALTH STATISTICS • NATIONAL INSTITUTES OF HEALTH • NATIONAL LIBRARY OF MEDICINE • NATURE PUBLISHING GROUP • NEAL-SCHUMAN PUBLISHERS • *THE NEW ENGLAND JOURNAL OF MEDICINE* • NEW YORK ACADEMY OF SCIENCES • ONCOLOGY NURSING SOCIETY • OVID • OXFORD UNIVERSITY PRESS • PEPID • PROQUEST • REFWORKS • RITTENHOUSE BOOK DISTRIBUTORS • SAGE PUBLICATIONS • SIRSI • SOFTLINK AMERICA • SPRINGER-VERLAG NEW YORK • STAT!REF • SWETS INFORMATION SERVICES • TAYLOR & FRANCIS-DEKKER • TDNET • THERAPEUTIC RESEARCH CENTER • THIEME MEDICAL PUBLISHERS • THOMSON GALE • THOMSON MICROMEDEX • THOMSON PDR • THOMSON SCIENTIFIC • UPToDATE • WILEY

To exhibit at MLA '05, contact Marybeth Durkin, Hall-Erickson, at 630.434.7779; email, mla@heiexpo.com.

MLA '05 SPONSORS

As of December 21, 2004

The Medical Library Association thanks the following companies for their generous support of MLA '05.



EBSCO Information Services

Elsevier

Thomson ISI ResearchSoft



JAMA & Archives Journals

Ovid

Learn about the benefits of becoming an annual meeting sponsor. Please contact Ray Naegele, director, Financial and Administrative Services, 312.419.9094 x17; email, naegele@mlahq.org

Tuesday, May 17

Sunrise Seminars

7:00 a.m.–8:15 a.m.

These popular exhibitor-sponsored and exhibitor-produced educational workshops demonstrate new products and services.

National Library of Medicine Update

10:30 a.m.–11:30 a.m.

Awards Celebration and Luncheon

noon–1:30 p.m.

Ticketed event. One ticket to the luncheon is included with inclusive registration. Purchase additional tickets on the registration form on page 34.

Hospital Libraries Section Business Meeting and Reception

6:00 p.m.–7:30 p.m.

Optional ticketed event. No charge, but registration required. Make selection on the registration form on page 34.



Once a chapel, the Alamo is walking distance from the official meeting hotels—Marriott Rivercenter and Riverwalk. Photo by Al Rendon is courtesy of the San Antonio Convention & Visitors Bureau (SACVB).

A listing of MLA unit meetings (i.e., committees), dates, and times is available at www.mlanet.org/am/am2005/program/ and will be printed with room locations in the *Official Program*.

Wednesday, May 18

Lunch with MLA Section Members—NEW

12:30 p.m.–2:30 p.m.

Section members are encouraged to purchase a box lunch and chat with other section members during this informal afternoon meeting. Reserve lunch when registering.

Legislative Update

4:30 p.m.–6:00 p.m.

Open Forums

4:30 p.m.–6:00 p.m.

Tentative topics include career changes, recruitment and retention, the education of health information professionals, the importance of research to the profession, National Health Information Infrastructure initiative, and open access.

Futuro Magnífico Party

7:00 p.m.–10:00 p.m.

Sponsored by JAMA & Archives Journals.

Ticketed event. One ticket to the reception is included with inclusive registration. Purchase additional tickets on the registration form on page 34.

MEETING SERVICES

Colleague Connection

This popular networking program pairs a new member or first-time attendee with an experienced member. Once assigned, the pairs work out their own meeting schedules. To participate, please contact Beverly Bradley, 312.419.9094 x13 or mlams2@mlahq.org by April 29, 2005. Indicate whether you want to be paired with an experienced member or want to help a new colleague.

Electronic Bulletin Board

The MLA '05 Forum is the perfect place to ask questions or provide information on programming, San Antonio, logistics, and other matters related to the annual meeting. It has a user-friendly interface, simple and straightforward administration panel, and helpful FAQ. Visit www.mlanet.org/am/am2005/forum/ to register.

MLA Connection Booth

Sunday, May 15,

10:00 a.m.–8:00 p.m.

Monday, May 16,

8:30 a.m.–5:00 p.m.

Tuesday, May 17,

8:30 a.m.–noon and 1:30 p.m.–5:00 p.m.

Wednesday, May 18,

8:30 a.m.–3:00 p.m.

A one-stop shop for all things MLA: the store, where all proceeds benefit MLA's scholarship and awards program; publications at special meeting rates; access to MLANET; and information about MLA's newest programs and services, as well as the public relations material Swap and Shop.

JOB PLACEMENT CENTER

Forms

Link to all required forms by visiting www.mlanet.org/am/am2005/program/. No other forms except MLA forms will be accepted for the Job Placement Center. Forms must reach MLA no later than **April 22, 2005**.

Hours

Saturday, May 14

9:00 a.m.–4:00 p.m.

Sunday, May 15

9:00 a.m.–4:00 p.m.

Monday, May 16

11:00 a.m.–5:00 p.m.

Tuesday, May 17–Wednesday, May 18

8:00 a.m.–5:00 p.m.

Thursday, May 19

8:00 a.m.–1:00 p.m.

Top institutions will come together to recruit, screen, and hire qualified candidates at the MLA '05 Job Placement Center... and you can be one of them!

Various positions in medical librarianship will be available. Whether you are looking for a better job, re-entering the workforce, or are just starting your career, don't miss the opportunity to meet with top-notch employers.

Job seekers and employers must register with the Job Placement Center by completing the forms available at www.mlanet.org/am/am2005/program. You can also request a form by telephone; 312.419.9094 x13; or email, mlams2@mlahq.org.

Forms will be accepted whether or not you are able to attend MLA '05. Only employers are assessed fees for participating. There is no fee for job seekers to use the Job Placement Center.

In addition to the onsite Job Placement Center, employers can post job opportunities on the MLA '05 Website for two months. An additional opportunity exists to place job postings in the special meeting edition of the April 2005 *MLA News*. Visit www.mlanet.org/jobs/jobs2.html for more information.

Details on fees, salary requirements, and onsite help are available at www.mlanet.org/am/am2005/register/.

Announcing Thieme's new ElectronicBook Library



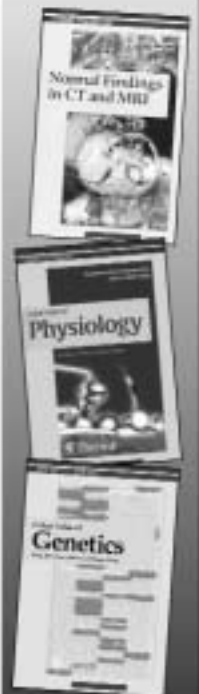
FlexiBook Atlases & Textbooks

Systematically covering every course in the medical school curriculum, Thieme's highly popular FlexiBook Atlases & Textbooks series is now accessible online through the new Thieme ElectronicBook Library.

Packed with exquisite illustrations and text, this beautifully produced collection retains the outstanding educational utility of the print books, but incorporates powerful search functions to allow easy pinpointing of topics. As a course text, reference or review guide this web-based resource is essential for every student, researcher and clinician on campus.

For more information,
e-mail esales@thieme.com

Visit the Thieme booth for a demo at MLA in San Antonio, Texas



www.thieme.com/ebooklibrary



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CONTINUING EDUCATION

The best in health information sciences continuing education is coming to San Antonio! Registration is accepted on a first-come, first-served basis, and no waiting lists are maintained. Most courses have a maximum attendance size, so register online today. Room assignments will be listed in the *Official Program* and on your admission ticket.

Visit www.mlanet.org/am/am2005/ce/ for additional information.

Course Suites

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

DL **Digital Libraries**
These courses focus on aspects of digital libraries.

EBM **Evidenced-based Medicine**
These courses emphasize the librarian's role in the practice of evidence-based health care.

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

PH **Public Health**
These courses provide information about the latest resources in the field of public health.



Hands-on Computer Courses

Hands-on computer courses will be held at an offsite facility in San Antonio, TX, and not at the San Antonio Marriott Rivercenter or Riverwalk. The facility will be named in the *Official Program*. Transportation from the hotel to the facility will be provided an hour prior to the course start time.

Essential Areas of Knowledge

Courses are organized in tracks according to the Seven Essential Areas of Knowledge as described in Platform for Change, MLA's educational policy statement (www.mlanet.org/education/platform/).

- 100s** Health Sciences Environment and Information Policies
- 200s** Management of Information Services
- 300s** Health Sciences Information Services
- 400s** Health Sciences Resource Management
- 500s** Information Systems and Technology
- 600s** Instructional Support Systems
- 700s** Research, Analysis, and Interpretation

MLA CE Information

Full-day CE course: **8 hours**

Six-hour CE course: **6 hours**

Half-day a.m. or p.m. CE course: **4 hours**

Student fee, pending available space: **\$50**

Cancellation or course change fee: **\$50 per course**

Saturday, May 14 Full-day Courses, 8:00 a.m.–5:00 p.m.

100 Essentials of Library Law

Level: Intermediate
Cost: \$260 (nonmember, \$310)

Explore the essential aspects of the law that influence the activities, decisions, and practice environments of medical library professionals. Understand the basic framework of US legal authority, procedure, and content. Review statutory and case law regarding intellectual freedom and intellectual property in their application to cyberspace. Discuss the USA PATRIOT Act, the Freedom of Information Act, the Digital Millennium Copyright Act, and basic principles of copyright, patent, and trademark. Learn some essentials about the law of research, the law of privacy, the law of disabilities, and the law of public health.

Instructor: Jack W. Snyder, associate director, Specialized Information Services, National Library of Medicine, Bethesda, MD

300 Becoming an Expert Searcher

EST Level: Beginning
Cost: \$360 (nonmember, \$410)
Attendance Maximum: 24



What is an expert search? Who can be an expert searcher? This class looks at these questions and practices methods (reference interview, database analysis, search construction, and search evaluation) used by expert searchers. Learn some advanced search techniques for PubMed, and create a self-study plan to hone your skills.

Instructor: Terry Ann Jankowski, AHIP, information management librarian, Health Sciences Libraries, University of Washington—Seattle

301 Searching for Drug and Pharmaceutical Information Online


EST Level: Intermediate
Cost: \$260 (nonmember, \$310)

Discover major online sources for pharmacology and therapeutics information and pharmaceutical market research. Review factors in the drug development and regulatory review process that affect information retrieval. Learn types of drug nomenclature and their relationship to scientific communication and effective literature searching. Discussion centered on detailed examination and comparison of sources will emphasize key points to consider in database selection.

Instructor: Bonnie Snow, director, Pharmaceutical Markets, Dialog, Philadelphia, PA

*Saturday Full-day Courses
continue on page 21*

500 Technology Update: New Technologies Used in Health Sciences Education and Training


 Level: Beginning
Cost: \$260 (nonmember, \$310)


Attendance Maximum: 20

Technology is fast paced, and keeping current is vital to maintaining value as librarians. Increase your knowledge and skills in the area of education technologies. Participate in a forum to develop collaborative partnerships based on new and emerging technologies. Use hands-on skill building exercises with specific hardware and software (wireless networks, personal digital assistants, tablet computers, video-conferencing, and Polycom).

Instructors: Jeanne Marie Le Ber, education librarian; Nancy Lombardo, systems librarian; and John Bramble, outreach librarian; Spencer S. Eccles Health Sciences Library, University of Utah—Salt Lake City

600 Developing a Web-based Course: A Hands-on Workshop

 Level: Beginning
Prerequisite: Good Windows skills. Web-creation skills advantageous but not required.


 Cost: \$360 (nonmember, \$410)


Attendance Maximum: 24

Find out how to build effective courses on the Web that engage a wide variety of learners. This session will introduce librarians to the process of developing a Web course using instructional design methodology. Exercises include: using a Learning Management System (LMS) and course templates, planning a course with flowcharts and storyboards, creating screen movies to simulate a database search, developing interactive exercises with JavaScript, and producing portable document format (PDF) files on a shoestring budget.

Instructor: Jan Buhmann, consultant, Online Learning and Technology Implementation, Eugene, OR

601 The Librarian's Role in Information Mastery: Assessing the Usefulness of Clinical Information Sources

 Level: Intermediate
Prerequisite: Familiarity with the principles of evidence-based health care


 Cost: \$360 (nonmember, \$410)

Attendance Maximum: 24

Come together under the umbrella of information mastery to find and incorporate the best information based on the “usefulness of medical information equation.” Stress the evaluation of information for a balance between three concepts: validity, relevance, and the time it takes to find an answer. Learn new skills that are necessary to optimize the provision of the right information at the right time and in the right situation. Analyze clinical information needs, learn new skills, and investigate new tools and resources.

Instructors: Karen Knight, medical education librarian, Claude Moore Health Sciences Library; and B. Lewis Barnett Jr., professor, Family Medicine, and David Slawson, professor and director, Center for Information Mastery, Department of Family Medicine; University of Virginia—Charlottesville; and Allen F. Shaughnessy, residency director, Harrisburg Family Practice, Harrisburg, PA, and clinical associate professor, Drexel University College of Medicine, Philadelphia, PA

602 Instructional Design for Distance Education/Web-based Teaching in Medical Environments

 Level: Advanced
Prerequisite: HTML or HTML editor experience will be useful.

 Cost: \$360 (nonmember, \$410)


Attendance Maximum: 24

Develop awareness about designing and constructing several forms of distance education or Web-based teaching. Learn to focus on using good instructional design and Web page design principles. Start using standard Web pages, multimedia plug-ins, and free or low-cost tools. Review state-of-the-art Web-based instructional technology and its applications. Students will be guided through designing their own Web-based teaching unit. For more information, visit www.kovacs.com.

Instructor: Diane K. Kovacs, Web teacher, Kovacs Consulting, Brunswick, OH

Six-hour Courses, 8:00 a.m.–3:00 p.m.

200 Planning and Managing Consumer Health Libraries

 Level: Beginning+
Cost: \$235 (nonmember, \$285)
Attendance Maximum: 50

Learn about needs assessment, costs and funding, business plans, staffing, collection development, policy development, and public relations.

Instructor: Michele Spatz, director, Planetree Health Resource Center, Mid-Columbia Medical Center, The Dalles, OR

201 Influential Leadership: Making a Difference That Lasts and Communication Mistakes Only Really, Really Smart or Busy People Make

Level: Beginning
Cost: \$235 (nonmember, \$285)

Learn to improve your influence in workplace relationships. Discover how to overcome barriers to success with staff, colleagues, decision makers, and your library's customers. Topics include how to fulfill management and professional duties, ethically influence behavior, sell change, share knowledge, create collaborative systems, and break through self-created glass walls and ceilings.

Instructor: Pat Wagner, co-owner, Pattern Research, Inc., Denver, CO

Saturday, May 14 Half-day a.m. Courses, 8:00 a.m.–noon

302 The Molecular and Genetic Bases of Cancer

EST Level: Beginning
 Cost: \$185 (nonmember, \$235)
 Attendance Maximum: 30

Investigate scientific concepts and terminology related to the molecular and genetic causes of cancer and the potential for molecular treatments such as gene and anti-sense therapies. Start with a basic introduction to the cell and topics such as DNA synthesis, repair, transcription, and translation. Entities such as oncogenes, proto-oncogenes, and tumor suppressors will be introduced and related to different types of cancer. Reinforce vocabulary and search terminology (Medical Subject Headings) and be introduced to a variety of basic resources.

Instructor: Michele Tennant, AHIP, bioinformatics librarian, Health Sciences Center Libraries and Genetics Institute, University of Florida–Gainesville

303 Bioethics: An Introduction for Health Information Professionals

Level: Beginning+
 Cost: \$185 (nonmember, \$235)
 Attendance Maximum: 25

Get an introduction to the field of bioethics for health information professionals. This course will give participants a basic understanding of bioethical theory and topics, offer a method for analyzing bioethics problems, and review key informational tools in bioethics. Students will discuss cases confronted by health information professionals.

Instructor: John C. Moskop, director, Bioethics Center, University Health Systems of Eastern Carolina, and professor, Department of Medical Humanities, Brody School of Medicine, East Carolina University, Greenville, NC

603 Incorporating Informatics into the Curriculum

Level: Beginning
 Cost: \$185 (nonmember, \$235)
 Attendance Maximum: 30

Librarians have much to offer in teaching health sciences professionals to manage information efficiently. With the premise that activities and courses integrated into the curriculum have greater impact than freestanding library programs, learn strategies for approaching faculty and curriculum committees to advocate informatics activities and teaching collaborations. Plan a personal strategy to incorporate an informatics activity into your institution's educational programs. Discuss tips and trends in teaching methods appropriate for the subject. Learn about resources available to support teaching efforts.

Instructors: Gale Hannigan, AHIP, professor and director, Informatics for Medical Education, Texas A&M College of Medicine–College Station, and Janis F. Brown, AHIP, associate director, Systems and Information Technology, Norris Medical Library, University of Southern California–Los Angeles

Half-day p.m. Courses, 1:00 p.m.–5:00 p.m.

202 Proactive Librarianship: Innovation, Knowledge, and Leadership for New Librarians

Level: Beginning
 Cost: \$185 (nonmember, \$235)
 Attendance Maximum: 30

Explore the changing dynamics of the library profession, its relevance to the need for ongoing professional development, and the active promotion of library services and programs. Learn about the interrelatedness of these concepts and practices. Discuss the key strategies of library leaders for maintaining a competitive edge, tips and techniques for professional development and image management, and useful methods for promoting library services.

Instructor: La Ventra E. Danquah, coordinator, Education and Community Services, Shiffman Medical Library, Wayne State University, Detroit, MI

400 Health Sciences Collection Development: A Holistic Approach

DL Level: Beginning
 Cost: \$185 (nonmember, \$235)

Come learn the basics and methodology of the collection development process and current trends. Focus on the design and purpose of collection development policies, assessment models, formats, audiences, selection and selection tools, retention and withdrawal of resources, planning and budget, and collection development trends. Gain the skills and knowledge to develop and implement a collection development process for the health sciences.

Instructors: Ramune K. Kubilius, AHIP, librarian, Collection Development and Special Projects, and Linda Walton, associate director, Galter Health Sciences Library, Northwestern University, Chicago, IL

604 Critical Appraisal

EBM Cost: \$185 (nonmember, \$235)
 Attendance Maximum: 20

Now that you have expertly searched for it, is the article any good? Many of us are involved in teaching expert searching skills and searching in an evidence-based way, but then we leave it to others to go through the critical appraisal process. In this hands-on, "train the trainer" format session, a treatment article will be appraised. We will realize the value of various appraisal checklists and even do some statistical calculations.

Instructors: helen-ann brown, AHIP, information services librarian, and Louise Falzon, information services librarian, Weill Medical College of Cornell University, New York, NY

Sunday, May 15 Full-day Courses, 8:00 a.m.–5:00 p.m.


203 Benchmarking Boot Camp for Beginners: Putting Benchmarking to Work at Your Library

Level: Beginning
Cost: \$260 (nonmember, \$310)
Attendance Maximum: 20

Shorten the learning curve of benchmarking, and learn nuts and bolts benchmarking knowledge and practice. Discover the basic skills and competency to successfully design a benchmarking project to help justify costs and services, aid strategic planning, capitalize on opportunities, or improve customer service or operations. Learn to combine concepts, case studies, models, metrics, statistics, scenarios for health sciences libraries, and MLA Benchmarking Network sample data. Activities include critical thinking about projects, selecting measurements and partners, developing a project using a benchmarking model, and creating a benchmarking plan with metrics and practical tips and tools.

Instructor: Michelle Volesko Brewer, director, Library and Corporate Information Services, J. Harold Johnston Memorial Library, New Jersey Hospital Association—Princeton



304 Expert Searching for Nursing and Allied Health

 Level: Intermediate
Prerequisite: Basic experience searching MEDLINE and CINAHL
Cost: \$260 (nonmember, \$310)

Discuss the tools and techniques for comprehensive searching of the literature for nursing and allied health professionals. Share expert searching roles in academic, research, and practice settings. Learn from instructors with an intimate knowledge of the databases and literature of nursing and allied health, including the scope and coverage of MEDLINE and CINAHL, their indexing practices, and other databases and Web resources.

Instructors: Margaret (Peg) Allen, AHIP, library consultant, Cinahl Information Systems, and other organizations, Stratford, WI, and June R. Levy, managing director, Cinahl Information Systems, and director, Glendale Adventist Medical Center Library, Glendale, CA

605 Advanced Tools for Web Course Design

 Level: Intermediate
Prerequisite: Good Windows skills. Web-creation skills advantageous but not required.
 Cost: \$360 (nonmember, \$410)
Attendance Maximum: 24

After having mastered the basics in Web course design, are you ready to take the next step and make your content media rich, interesting, and more engaging for your patrons? This workshop will familiarize Web course developers with advanced tools in Web design to create customized course page templates, detailed illustrations, instructionally sound animations and exercises in Flash format, and narrated PowerPoint presentations.

Instructor: Jan Buhmann, consultant, Online Learning and Technology Implementation, Eugene, OR

700 Qualitative Evidence: Practical Methods to Gather and Analyze Information Behavior and Attitude Data

Cost: \$260 (nonmember, \$310)

Some of the evidence we need to understand our users is described best by words rather than by numbers. Qualitative inquiry methods (case study, ethnography, grounded theory study, phenomenological study, and biography) use a variety of techniques (including observation, interviews, focus groups, open surveys, and information from documents or recordings), which will be explored in this class. Lecture, discussion, and exercises will include reliable data gathering and analysis methods (both manual and computer assisted), ethics, reports, and the practical use of this research.

Instructor: Michelynn McKnight, AHIP, assistant professor, School of Library and Information Science, Louisiana State University—Baton Rouge

701 Evidence-based Librarianship


Level: Intermediate
Prerequisite: Participants will have to read two articles
Cost: \$260 (nonmember, \$310)
Attendance Maximum: 35

Move beyond just talking about evidence-based librarianship (EBL), and learn how you can be an active participant in this international movement to improve your decision making. Discover the practical applications of the EBL process including formulating questions, searching for the evidence, and appraising the evidence to make important decisions. Design your own methods for answering the questions that matter to you.

Instructor: Jonathan Eldredge, AHIP, coordinator and associate professor, Academic and Clinical Services, Health Sciences Library and Informatics Center, University of New Mexico—Albuquerque

Six-hour Courses, 8:00 a.m.–3:00 p.m.


204 Implementing and Training for Virtual Reference

 Level: Beginning
Cost: \$235 (nonmember, \$285)

Discover planning, implementing, and training for virtual reference service, and develop detailed planning, action, and training materials built especially for your institution. Investigate virtual reference (VR) service options and VR software; examine planning, communication, and action materials; and produce an implementation and training schedule for your personnel needs.

Instructors: Sandra De Groote, AHIP, assistant information services, Library of the Health Sciences, University of Illinois—Chicago, and Scott Collard, assistant reference librarian, Humanities and Social Sciences Reference Center, New York University—New York

401 Health Librarians TEACH Copyright and Licensing Law 101

 Level: Beginning
Cost: \$235 (nonmember, \$285)
Attendance Maximum: 25

Examine the legal language and rules involved with copyright law, including fair use, library special rights, and first sale doctrine. Investigate copyright and electronic resources, the TEACH Act, new federal library laws, and laws governing license agreements. Analyze electronic subscriptions and ways to effectively evaluate your licenses. Examine license-agreement language and the standards of model licenses.

Instructor: Kathryn Miller, assistant professor and chair, Library Resources and Technology, National-Louis University, Chicago, IL

SYMPOSIUM *Sunday, May 15 8:30 a.m.–4:00 p.m.*

The Role of Information Services for Emergency Preparedness and Response

Sponsored by the National Library of Medicine and MLA's Public Health/Health Administration, Federal Libraries, Nursing and Allied Health Resources, and Hospital Libraries Sections.

Cost: \$100

Includes a box lunch

MLA CE contact hours: 6

State and local firefighters, emergency responders, urban search-and-rescue teams, law enforcement, and public health specialists are the front line of response to terrorist attacks and disasters in the United States. The need to connect these responders and their agencies with the reliable information they need to support rapid and integrated responses is critical.

Libraries have always worked to provide access to information needed by their users but typically find it difficult to get good information to public health planners and the frontline responders who need it and in the format that they can best use. Better understanding of the settings and situations in which emergency responders work and the way they use information will help librarians plan for the information needs of those involved in disaster preparedness and response. Librarians can also establish and expand on cooperative efforts to get information and training to the emergency responder community.

This symposium includes presentations from experts who will address the information resources and services that need to be developed and promoted to strengthen public health planning and emergency preparedness. Keynote speaker Harold L. Timboe coordinated the Walter Reed Army Medical Center's response to the 9/11 attack on the Pentagon. An experienced public health trainer will facilitate group activities. The symposium will discuss unmet needs, the possibility of a nationally coordinated catalog of resources, collection and access issues, and the librarian's expanding role in training emergency services personnel.

Mini posters will be solicited, and organizations will be asked to bring literature to share with attendees.

Speakers

Harold L. Timboe, (keynote speaker), associate vice president, Administration, and director, Center for Public Health Preparedness and Biomedical Research, University of Texas Health Sciences Center—San Antonio

Brad Robison, library director, Oklahoma City National Memorial Institute for the Prevention of Terrorism, Oklahoma City, OK

Lian Ruan, director/head librarian, Illinois Fire Service Institute Library, Champaign, IL

Kristine Alpi, AHIP, library manager, Public Health Library, New York City Department of Health and Mental Hygiene, New York, NY

Marti Szczer, deputy associate director, Division of Specialized Information Services, National Library of Medicine, Bethesda, MD

Carl S. Osaki, clinical associate professor and research project manager, Department of Environmental and Occupational Health Sciences, School of Public Health and Community Medicine, University of Washington—Seattle

Shari Clifton, associate professor/head, Reference and Instructional Services, Robert M. Bird Health Sciences Library, University of Oklahoma Health Sciences Center, Oklahoma City, OK

The symposium will give participants:

- an understanding of the roles of different types of emergency responders
- a better understanding of where librarians "fit" in the public health and emergency responder world
- new strategies to ensure that the best information is available to public health policy makers
- insights into training and information needs of emergency responders and ways to meet those needs
- examples of specialized tools and resources available for various components of the public health workforce

General format: The symposium will be six hours long and consist of a keynote lecture, panel presentations on information needs and solutions, a table-top exercise designed to illustrate the roles of public health workers in an emergency response situation, and final synthesis of the program.

Sunday, May 15 Six-hour Course, 10:00 a.m.–5:00 p.m.

402 Getting Electronic Scholarly Resources into the Hospital Setting: From Print to Digital




Level: Beginning
Cost: \$235 (nonmember, \$285)
Attendance Maximum: 25

Learn the skills needed for hospital libraries to provide scholarly electronic resources. Discover the "group" and "go it alone" models for providing these services. Focus on incorporating electronic resources into the environment, identifying resources that complement and expand access, providing remote as well as onsite access, and gathering and assessing use statistics to evaluate effectiveness.

Instructors: Judith Cohn, associate vice president, Scholarly Information, and university librarian, University Libraries, University of Medicine and Dentistry of New Jersey (UMDNJ)—Newark, and Kerry O'Rourke, AHIP, director, Robert Wood Johnson Library of the Health Sciences, UMDNJ—New Brunswick

Sunday, May 15 Half-day a.m. Courses, 8:00 a.m.–noon

205 Face to Face: Strategies for Effective Consumer Health Communication

 Level: Beginning+
Cost: \$185 (nonmember, \$235)

Attendance Maximum: 50

Discuss effective communication strategies for dealing with a range of dilemmas in the consumer health setting.

Instructor: Michele Spatz, director, Planetree Health Resource Center, Mid-Columbia Medical Center, The Dalles, OR


206 Grant Writing

Level: Beginning
Cost: \$185 (nonmember, \$235)
Attendance Maximum: 30



Learn basic tips and techniques for identifying funding sources and writing and organizing your grant proposal. This workshop will cover elements of successful grant proposals, donor research, and other important issues and will prepare attendees to apply for funding from the covered sources.

Instructors: Ruth Holst, AHIP, FMLA, associate director, National Network of Libraries of Medicine, Greater Midwest Region, University of Illinois–Chicago, and Angela B. Ruffin, head, National Network of Libraries of Medicine, National Network Office, National Library of Medicine, Bethesda, MD

305 An Evidence-based Approach to Complementary and Alternative Medicine

 Level: Intermediate
Cost: \$260 (nonmember, \$310)


Attendance Maximum: 24



Gain an understanding of the need for an evidenced-based approach to understanding complementary and alternative medicine (CAM). Discuss the latest innovations in CAM. Learn to

locate evidenced-based databases and Websites, which you can demonstrate to health professionals and the public. End the class with a document on how you will begin implementing this evidenced-based approach at your institution.

Instructor: Stephanie Weldon, outreach and consumer health librarian, Denison Memorial Library, University of Colorado Health Sciences Center–Denver

501 Wireless at the Medical Library


 Level: Beginning
Cost: \$185 (nonmember, \$235)


Experience an introduction to wireless technologies for libraries, a framework for planning for their implementation, and the service potentials of wireless. We will cover wireless devices (e.g., personal digital assistants and laptops), practical issues of planning a network including budgeting and implications for staff, policy issues, and the potential of wireless to enable new services in the library.

Instructor: Paul Bracke, head, Systems and Networking, Arizona Health Sciences Library, University of Arizona–Tucson

Half-day p.m. Courses, 1:00 p.m.–5:00 p.m.


306 ¿No Comprendo? Spanish Health Information Resources for English-speaking Librarians

 Level: Beginning
Cost: \$260 (nonmember, \$310)
Attendance Maximum: 24

 Do you have a growing Latino population in your community? Do you need to find health information in Spanish fast but do not know where to look? Are the only words in your Spanish vocabulary “burrito” and “gracias?” If yes, then this class is for you. Uncover resources for learning basic, library, medical, and Internet Spanish vocabulary. Learn to evaluate and identify health Websites in Spanish to which you can direct your patrons.

Instructor: Becky Hebert, specific populations outreach coordinator, National Network of Libraries of Medicine, Southeastern Atlantic Region, Baltimore, MD

307 Data Detective: Finding the Jewels of Public Health Datasets

 Level: Beginning
Cost: \$185 (nonmember, \$235)
Attendance Maximum: 25

 Learn the definition, nature, sources, access, use, and related issues of information from general health datasets. An overview of the basic information skills needed to use available large health datasets will be followed by a live demonstration of how to access the datasets used most often.

Instructor: Hongjie Wang, AHIP, head, Information and Education Services Department, Lyman Maynard Stowe Library, University of Connecticut Health Center–Farmington

403 Developing a New Role for Librarians: Teaching the Publication Process

Level: Beginning
Cost: \$185 (nonmember, \$235)
Attendance Maximum: 20

Develop a new role for librarians as teachers of the publication process. Learn the publishing process so you can teach it to health care professionals at your institution. Examine types of published articles, examples of quality journals, appropriate ways to prepare a manuscript, and legal and copyright issues. Discuss the editorial peer-review process and conversion of a poster session or talk into a publishable manuscript.

Instructors: Carol Scherrer, AHIP, head, Information Services, and Ann Weller, AHIP, curator, Special Collections, Library of the Health Sciences, University of Illinois–Chicago

101 Proving Your Worth: Professional Business, Marketing, and Political Tools

Level: Beginning+
Cost: \$185 (nonmember, \$235)

Learn to use professional business, marketing, and political skills to convince administrators, nonlibrarian decision makers, and clients of the value of your essential services. An enthusiastic teacher will present important principles illustrated with concrete real-life examples. Participants in this updated practical course will take home notes, a comprehensive bibliography, and a personalized action list to use immediately.

Instructor: Michelynn McKnight, AHIP, assistant professor, School of Library and Information Science, Louisiana State University–Baton Rouge

308 Oncology Concepts and Resources

Level: Intermediate
Prerequisite: MEDLINE search experience
Cost: \$185 (nonmember, \$235)

The ability to understand the fundamental concepts in oncology is an essential component of becoming an effective cancer searcher. Experienced online searchers will be guided through basic biological concepts relative to neoplasia, its nomenclature, and retrieval strategies in various databases. Increase your understanding of neoplasia for more effective communication with health professionals. Focus on key cancer database resources and optimal search strategy approaches.

Instructor: Heidi Heilemann, AHIP, information services librarian and interim associate director, Research and Instruction, Lane Medical Library and Knowledge Management Center, Stanford University Medical Center, Stanford, CA

309 Free Health Information Online: Moving Beyond MEDLINE

Level: Beginning
Cost: \$260 (nonmember, \$310)
Attendance Maximum: 24

Find free specialized information resources beyond MEDLINE from government, education, or other providers. Extend your search skills to new databases indexing specialized health topics, alternative medicine, health care fields, populations, health and safety issues, and consumer information resources. Explore each database, tips for searching, and suggestions for finding additional information during a hands-on session.

Instructor: Kathy J. Davies, education coordinator and assistant professor, Greenblatt Library, Medical College of Georgia–Augusta

310 PubMed Expert Searching: Using PubMed to Get Advanced Results

Level: Advanced
Cost: \$260 (nonmember, \$310)
Attendance Maximum: 24

Expand your own knowledge of searching to use PubMed more effectively. Reach out to more sophisticated use of PubMed tools such as field qualifiers, the preview/index feature, and creation of hedges in Cubby and links for a library Web page. Acquire a greater knowledge of the MEDLINE database and indexing vocabulary to make expert search decisions. Learn to translate these advanced searching techniques for other users.

Instructors: J. Dale Prince, AHIP, technology coordinator, National Network of Libraries of Medicine, Southeastern Atlantic Region, Health Sciences and Human Services Library, University of Maryland–Baltimore, and Beth Carlin, medical librarian, Resurrection Health Care, St. Francis Hospital, Evanston, IL

311 Number, Number Who's Got the Number? Or Who's Counting? Health Statistics Sources

Level: Beginning+
Prerequisite: Internet and MEDLINE basics
Cost: \$185 (nonmember, \$235)
Attendance Maximum: 30

Acquire the framework for answering vital and health statistics reference inquiries encountered in hospital and academic health center libraries. Focus on typical reference problems; basic health statistics terminology; primary location tools and applications; primary data sets collected by government and health organizations; local, state, and international statistics; and uses of MEDLINE's Medical Subject Headings vocabulary.

Instructors: Charles B. Wessel, coordinator, Affiliated Hospital Services, and Nancy H. Tannery, associate director, Information Services, Health Sciences Library System, University of Pittsburgh, Pittsburgh, PA



In addition to top-notch continuing education courses, poster sessions in the Hall of Exhibits offers a relaxed learning opportunity. Photo by Chuck Clark.

SECTION PROGRAMS

MLA '05 section programming is organized around five major themes: clinical, diversity, education and outreach, research, and technology. At least one program per theme will be presented in each session.

MLA sections and special interest groups (SIGs) represent subfields and areas of specialization in the health information profession. Sections and SIGs are responsible for the majority of programming at the annual meeting.

For more information on MLA sections, visit www.mlanet.org/sections/.

For more information on MLA SIGs, visit www.mlanet.org/sections/sigs.html.

Session dates

Session 1: Monday, May 16, 2:30 p.m.–4:00 p.m.

Session 2: Tuesday, May 17, 2:30 p.m.–4:00 p.m.

Session 3: Wednesday, May 18, 2:30 p.m.–4:00 p.m.

Programs are presented alphabetically by theme and then chronologically by date. Programs are then alphabetized by lead section, which are in boldface.

CLINICAL

May 16

Chiropractic Libraries, History of the Health Sciences, and Nursing and Allied Health Resources Sections and Complementary and Alternative Medicine SIG

Medical Diversity: Thinking Out of the Box

This session focuses on health care practitioners and practices that have come full circle. Once viewed as traditional methods of healing, many of these practices were abandoned or pushed to the side in favor of more "mainstream" allopathic medicine. But many are now considered adjunct or complementary methods to allopathic medicine.

Leadership and Management and Hospital Libraries Sections

Managing Library Schizophrenia (Part I): Staffing

Today, libraries that are dedicated to improving health require new staff members and, therefore, have new staffing patterns. So many libraries today have Web editors, a computer services department, and someone to comprehend the legal jargon of an electronic journal, electronic book, or electronic licensing agreement. Some libraries today have clinical outreach staff and a public relations department. Library workers work standard hours or flextime, and some telecommute one day a week. The staff may be a delightful blend of Baby Boomers, some of whom are ready to cut back and then ease into retirement; Generation Xers; and Millennials.

May 17

Hospital Libraries and Leadership and Management Sections and Clinical Librarians and Evidence-Based Health Care SIG

Stepping out in a Clinical Way and Meanwhile Who's Covering Home Base

Stepping out of the library to clinical areas is worthwhile, but most of the time it requires rearranging priorities, programs, services, and staff to continue to provide excellent service to the users who come to the library, have other than clinical needs, or access the library virtually, 24/7/365.

Research and Nursing and Allied Health Resources Sections and African American Medical Librarians Alliance and Clinical Librarians and Evidence-Based Health Care SIGs

Practicing Evidence-based Health Care

Researchers, clinicians, and librarians today practice evidence-based health care. More and more of us are framing searchable questions and preparing clinical trials and systematic reviews.

May 18

Nursing and Allied Health Resources, Corporate Information Services, and Public Health/Health Administration Sections and African American Medical Librarians Alliance SIG

The Role of Information and Policy in Health Care

Disparities in health care exist. As information providers, we can make a difference. Learn how we can heighten politicians' and administrators' awareness. Discover ways we can increase access to and comprehension of health information among the disadvantaged.

Pharmacy and Drug Information Section

EMBASE Lecture

DIVERSITY

May 16

History of the Health Sciences, Chiropractic Libraries, and Relevant Issues Sections and Lesbian, Gay, Bisexual, and Transgendered Health Sciences Librarians SIG

Overcoming Challenges:**Magnificent Medical Contributions**

This biographical session focuses on individuals, especially those who have overcome some adversity—be it physical challenges, racism, ethnic, minority, or gender discrimination—to make significant contribution to the field of medicine.

Medical Library Education Section**Celebrating Diversity of New Perspectives**

First-time MLA presenters who are current or recently graduated library and information science (LIS) master's or doctoral students as well as individuals from postgraduate training programs in LIS, medical informatics, or related fields will report on a variety of topics related to the health information professional in general.

May 17

Collection Development, Chiropractic Libraries, and Dental Sections and Complementary and Alternative Medicine and Lesbian, Gay, Bisexual, and Transgendered Health Sciences Librarians SIGs

Diversity in Collection Development

This program will present strategies and issues related to collection development in diverse subject areas, including bioterrorism, chiropractic, complementary and alternative medicine, dentistry, and lesbian, gay, bisexual, and transgender interests.

Pharmacy and Drug Information and Medical Informatics Sections and Molecular Biology and Genomics SIG

Medical Informatics and Bioinformatics: Serving Diverse Information Needs for Clinical Practice and Research

Every library serves a diverse population with a variety of information needs. This program will focus on the ways in which libraries meet the challenge of serving the needs of both clinical practitioners and researchers for medical informatics and bioinformatics information.

May 18

Leadership and Management, Health Association Libraries, and Hospital Libraries Sections

Managing Library Schizophrenia (Part II): Diverse Roles to Diverse Constituencies

Is your unit considered just a warehouse of printed and audiovisual materials, a vibrant environment for knowledge building and collaboration, a cool Web presence with lots of links, a computer lab, a private information consultation service, a place to catch a catnap or talk on your cell phone in a comfortable chair? Find out what roles your library, knowledge center, intelligence center, learning resources center, distributed e-library, etc., should play in the larger corporation.

Medical Informatics, Medical Library Education, and Technical Services Sections

Medical Information Diversity: Results of an MLA Survey

Find out the results of a recent MLA survey of the membership that asked, "What individuals are educating themselves in medical informatics and medical librarianship; how are they educating themselves; and for what kinds of jobs are they educating themselves?"

continued on page 30



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EDUCATION AND OUTREACH

May 16

Consumer and Patient Health Information, Corporate Information Services, Dental, Medical Informatics, Pharmacy and Drug Information, Public Health/Health Administration, Public Services, and Research Sections

Reaching Out Magnificently to All at All Points of Care or Need

Advances in integrating information in the health care enterprise pose challenges for medical librarians as they reach out in diverse ways to diverse constituencies with diverse information needs. This session will focus on innovative methods of and special or unique experiences in delivering information to diverse constituencies to all points of care or need.

Technical Services and Leadership and Management Sections

Educate, Enrich, and Enhance: Technical Services Internal Educational Outreach/Eduque, Enriquezca y Realce: Extendiendo la Educacion Interna de los Servicios Técnicos

Increasingly diverse and ever-changing information delivery and access systems, materials formats, information needs, and complex access management issues continue to challenge medical librarians like never before. To continue to meet these diverse challenges, librarians strive to manage their library operations and services as an integrated whole or team. Technical services librarians have contributed significantly to this integrated holistic or team approach to library service and management by sharing their knowledge and skills with other library colleagues and patrons as well as individuals beyond the physical and virtual library walls.

May 17

Consumer and Patient Health Information and Corporate Information Services Sections and Lesbian, Gay, Bisexual, and Transgendered Health Sciences Librarians and Mental Health SIGs

Challenging Patrons, Challenging Questions: Case Scenarios to Enlighten Our Futuro Magnífico

How do you conduct a reference interview with an emotionally distracted, mentally ill, or mentally challenged patron? How do you handle your own emotions with patrons whose questions we find offensive? Experts from the counseling field will provide you with insights about the psychology of handling difficult customers through acted-out scenarios.

Hospital Libraries and Leadership and Management Sections

Celebrate Me Home

Attendees of multiday workshops like those at Woods Hole, McMaster University, management institutes, or National Center for Biotechnology Information training will share their new-found wisdom.

May 18

Educational Media and Technologies, Health Association Libraries, and Public Services Sections

Educating Ourselves and Our Users about Copyright

Technology has brought copyright to the forefront. These important questions will be answered: How can you help your users understand what they can and cannot do because of copyright? How are you educating yourself and your users about copyright? What is your definition of fair use, and how do you apply it? What are the punishments when copyright is violated? How do you teach and retain intellectual property rights? How do we teach the legalities of plagiarism?

Public Services and Pharmacy and Drug Information Sections

UnGoogling Information Literacy in the Health Sciences

The standards of information literacy are well known to instructional librarians. But how do these standards measure up in an information market dominated by the Internet and search engines like Google? With the current trend toward "Googling" library Websites, the session will look at how best to leverage diverse health information sources in information literacy training as well as other topics that are not search related, such as copyright, plagiarism, and bibliographic software.

ONLINE PROGRAM PLANNER/ ITINERARY BUILDER

This unique planner offers attendees the opportunity to view online the numerous educational and networking opportunities at MLA '05. You can select programming sessions and events to easily plan your time onsite. Various options exist for printing or downloading your itinerary.

Link to this tool by visiting www.mlanet.org/am/am2005/program/.



The Internet Café, sponsored by Elsevier, is a great place to track current events, keep in touch with your library, and review resources uncovered at MLA '05. Photo by Randy Santos.

RESEARCH

May 16

Research, Consumer and Patient Health Information, and Hospital Libraries Sections and Assessment and Benchmarking SIG

Research Methodology 101 (Part I): Yes, You Can Do Research!

How can you find a research topic and take it through to finding an answer you can publish? Part I covers why and how to do research.

Veterinary Medical Libraries Section and Molecular Biology and Genomics SIG

Cloning Research Offers Challenges for Scientists and Librarians

Since the first successful cloning experiment in 1997, interest in the technology has grown along with concern regarding the ethical implications of the procedure. Cloning research offers challenges for scientists and librarians alike. This program will feature speakers involved in animal cloning projects. It will focus on the research, ethical issues, potential in human medicine, and library support for research in this rapidly growing field.

May 17

Dental, Consumer and Patient Health Information, Hospital Libraries, Leadership and Management, Public Health/Health Administration, and Research Sections and Assessment and Benchmarking SIG

Establishing Best Practice

Clinical medicine has modeled the use of scientific evidence to support professional decision making. But how do you locate, organize, and analyze the existing data in nonclinical medicine fields like librarianship, oral health, and public health?

Research, Consumer and Patient Health Information, and Hospital Libraries Sections and Assessment and Benchmarking SIG

Research Methodology 101 (Part II): Yes, You Can Do Research!

How can you find a research topic and take it through to finding an answer you can publish? Part II covers turning your data into an article and getting it published.

May 18

Dental and Research Sections

Oral Research

The current trends in oral research, the effect of evidence-based medicine, and the role of the librarian in the research process will be explored.

International Cooperation Section

Futuro Magnifico: Finding Ways of Connecting the World to Medical Information and Resources

Medical libraries, with their staffs and resources, now serve a diverse global community with different languages, different cultures, different beliefs and traditions, different levels of comfort with new things, and different levels of technology to access information, but all have a common mission of improving health and eradicating disease.

TECHNOLOGY

May 16

2005 National Program Committee and Educational Media and Technologies Section

Changing Face of Information

Information now comes in containers of different colors, shapes, and sizes displayed on all kinds of gadgets. Learn how to manage these new technologies: installing wireless access, setting up personal digital assistant (PDA) zones, keeping staff up to the minute, maintaining this new equipment, and figuring out what Bluetooth is anyway! The latest gadgets will be demonstrated.

May 17

Cancer Librarians, Collection Development, Research, and Technical Services Sections

Impact of Open Access Publishing

Technology once again has provided authors, librarians, and researchers with another new and exciting information delivery option. The open access (OA) publishing model has offered scientific, technical, and medical researchers an alternative manuscript publishing option. From the publishing perspective, we have learned about the mechanics, costs, and benefits associated with the OA model. With the increasing availability of OA publications, we now would like to turn our attention to the impact OA publications are having on research, clinical care, library collections acquisition, and management workflows for technical services.

May 18

Federal Libraries, Collection Development, and History of the Health Sciences Sections

Digitization, Preservation, and Authentication of Resources

The exponential growth of electronic resources raises many issues for librarians, including digitization of print resources, preservation of print and electronic resources, and authenticity and versions of electronic resources. This program will discuss these issues as they relate to federal documents and standard print and electronic resources, as well as issues related to providing future access to them.

INFORMAL MEETINGS

To reserve informal meeting space, you must complete an application. An application is available online at www.mlanet.org/am/am2005/.

Guidelines

MLA has allocated blocks of time during MLA '05 for informal meetings to avoid conflicts with official MLA programs or events. Unfortunately, requests outside these times cannot be accommodated. Your informal meeting can be listed in the *Official Program*, if your request is received before **February 28, 2005**.

Requests after that date will be listed in either the *Official Program* or the addendum page.

Approved Informal Meeting Times

By contract, all hotel meeting space is controlled by MLA during MLA '05. Any calls to the hotel for space will be forwarded to the meeting planner for approval. Following are the eligible times for informal meeting or event requests:

Monday, May 16

7:00 a.m.–9:00 a.m.

Tuesday, May 17

7:00 a.m.–9:00 a.m.

Wednesday, May 18

7:00 a.m.–9:00 a.m. and 12:30 p.m.–2:30 p.m.

Thursday, May 19

7:00 a.m.–9:00 a.m.

All space will be issued on a first-come, first-served basis. We will do our best to accommodate your chosen time, but if your choice is not available, you will be asked for an alternate time as soon as possible.

Pricing Information

- MLA sections, chapters, and SIGs: up to 2 informal meetings at no charge, additional meetings are \$100 per meeting
- Affiliate or non-MLA groups (i.e., other not-for-profit groups): \$200 per meeting
- Exhibitors or commercial groups (i.e., other groups not included above): \$500 per meeting



Six Flags Fiesta Texas, fifteen minutes from downtown San Antonio, is an exhilarating way to start or end your visit to MLA '05. Photo is courtesy of SACVB.

Communication and Confirmation of Meeting Services and Needs

- Meeting space confirmations and additional information will be emailed to the contact person beginning **February 13, 2005**. If you do not receive a confirmation, contact Brenda Dreier, conference manager.
- Please provide as much preliminary meeting information as possible, so the appropriate size room can be assigned to you.
- Brenda Dreier will act as the liaison with the hotel for all arrangements and details involving events sponsored by MLA and MLA units (chapter, section, SIG, committee, etc.).
- If you are requesting a non-MLA unit event, after space is assigned and confirmed by Brenda Dreier with the event contact person, all arrangements for services (audiovisual equipment, food or beverage service, etc.) should be made directly with MLA's contracted suppliers. Supplier contact names and telephone numbers will be provided to the event contact person upon confirmation.

Questions

Please email Brenda Dreier, conference manager, at bdreier@heiexpo.com or call 630.929.7934 with any questions about your request, space assignment, or confirmation information or with requests for hard copies of the application form.

REGISTRATION INFORMATION

Cancellations

All cancellations must be submitted in writing and faxed to the MLA director of finance at 312.419.8950. Cancellations received before April 15, 2005, are subject to a \$50 fee. After April 15, 2005, MLA will give refunds only for documented medical emergencies. Refunds will be processed within 6 weeks after the meeting. MLA will honor written requests to transfer registration to another person.

CD-ROM of Meeting

An audio CD-ROM of the presentations at the annual meeting with slides, including plenary sessions and section programs, is available for a special price of \$39.00 with registration. To take advantage of the special offer, you must check the CD-ROM box when you register online or when using the form on page 34. The CD-ROM will be mailed within 5 weeks after the meeting.

Children

If you plan to bring children under the age of eighteen, indicate the number attending with your registration form. An adult must accompany children at all times, and children must have a badge. Complimentary children's badges will be available at the Registration Desk. Information about child care is available at www.mlanet.org/am/am2005/program/.

Confirmations

If you register online at www.mlanet.org, you will receive a confirmation by email within minutes. If you register by mail or fax, allow five days after receipt for an email confirmation. If an email address is invalid or missing, allow four weeks for a faxed confirmation. Please bring your confirmation letter with you to the MLA Registration Desk in the Henry B. González Convention Center. Confirmations will be sent only to those who register prior to May 6, 2005.

Continuing Education

You must register for continuing education courses by course number and day on the registration form. Fees are based on first-choice selections. You do not have to register for the meeting to attend MLA '05 courses. A \$50 fee will be applied to each change or cancellation of a registered continuing education course.

Special Services

If you have a legal disability or a special dietary requirement, please include a written description of your needs with the registration form. Please provide details describing your needs and an email address or fax number where you can be contacted for more information. MLA must receive the form by April 29, 2005.

Student Discount

You can qualify for a student rate for conference-only registration if you are a student member of MLA. Student members may also register for continuing education courses and symposia for only \$50 each, pending available space. To guarantee a space in a continuing education course, student members may opt to pay full course rates. You may join MLA as a student member or when you register online. A membership form is also available on page 36.

Questions

For registration and meeting-related questions, please contact Susan Chesniak at 312.419.9094 x18 or email mlafa4@mlahq.org. For continuing education course-related questions, contact Kathleen Combs at 312.419.9094 x29 or email mlapd1@mlahq.org.

MLA has negotiated special discounted room rates at the San Antonio Marriott Rivercenter and Riverwalk hotels. Your patronage of these official meeting hotels makes it possible for MLA to secure the space needed for this event at a greatly reduced cost. The hotel not only offers great amenities, discounted rates, and the best networking opportunities, but staying within the group block helps the association meet its obligation to the hotel, avoid penalties, and keep meeting registration prices down. We thank you in advance for your support.


Find hotel information and the hotel reservation form on page 38.

FIRST NAME* _____ LAST NAME* _____
 INSTITUTION/ORGANIZATION/COMPANY* _____
 LIBRARY/AGENCY/DEPARTMENT* _____
 MAILING ADDRESS _____
 CITY* _____ STATE/PROVINCE _____ ZIP/POSTAL CODE _____
 DAYTIME TELEPHONE _____ FAX NUMBER _____
 EMAIL ADDRESS (REQUIRED FOR IMMEDIATE CONFIRMATION) _____

MLA MEMBER ID _____ **Indicate voting rights:**
 Individual Institutional

Check here if you are a new member or if you are attending an MLA annual meeting for the first time.

COUNTRY* (IF OUTSIDE THE US) _____

 If you require special accommodations, please attach a written description of your needs.

* APPEARS ON BADGE

I. REGISTRATION FEES

(Circle one category within package.)

BEFORE APRIL 15 AFTER APRIL 15

Package A: Inclusive

- MLA member/institutional representative, AALL, AMIA, CHLA/ABSC, ICIRN, NRHA, and SLA members \$405 \$465
- MLA emeritus member \$205 \$265
- Nonmember \$610 \$670

Package B: Conference-only

- MLA member/institutional representative, AALL, AMIA, CHLA/ABSC, ICIRN, NRHA, and SLA members \$295 \$355
- MLA emeritus member \$150 \$210
- MLA student member \$ 25 \$ 25
- Nonmember \$445 \$505

Package C: One-day attendance

Indicate day: Mon Tue Wed Thu

- MLA member/institutional representative, AALL, AMIA, CHLA/ABSC, ICIRN, NRHA, and SLA members \$155 \$155
- MLA emeritus member \$ 80 \$ 80
- MLA student member \$ 25 \$ 25
- Nonmember \$235 \$235

SECTION I. SUBTOTAL \$ _____

II. OPTIONAL FEES

(Indicate quantity for each item. Find event descriptions beginning on page 11.)

- Welcome Reception & Opening of Hall of Exhibits
Tickets _____ @ \$35 = \$ _____
- Awards Celebration and Luncheon
Tickets _____ @ \$60 = \$ _____
- MLA Reception: Futuro Magnifico
Tickets _____ @ \$80 = \$ _____
Children under 18 # Tickets _____ @ \$45 = \$ _____
- Lunch with MLA Section Members
Tickets _____ @ \$25 = \$ _____
- Friends of the NLM Event
FNLM Member # Tickets _____ @ \$15 = \$ _____
Nonmember # Tickets _____ @ \$38 = \$ _____
- Chapter Council Presents Sharing Roundtables
Must include topic # _____
1 Ticket @ \$25 = \$ _____
- Meeting CD-ROM # _____ @ \$39 = \$ _____

SECTION II. SUBTOTAL \$ _____

Check box if attending Hospital Libraries Section Business Meeting & Reception

III. CONTINUING EDUCATION COURSES (Enter course number and cost found on pages 19-26.)

Date	First choice Full-, 6-hr., or half-day a.m.		First choice Half-day p.m.		First choice only Subtotal	Second choice Full-, 6-hr., or half-day a.m.		Second choice Half-day p.m.
	Course #	\$ Amount	Course #	\$ Amount		Course #	Course #	
MAY 14/DAY 1								
MAY 15/DAY 2								
MAY 19/DAY 3								

SECTION III. SUBTOTAL (FIRST CHOICE ONLY) \$ _____

IV. 2005 MLA MEMBERSHIP DUES

(Indicate membership status.)

- NM701 New member (attach the application on page 36)
- RM702 Membership renewal (attach your latest invoice or application form on page 36)

SECTION I \$ _____
 SECTION II \$ _____
 SECTION III \$ _____
 SECTION IV \$ _____
TOTAL PAYMENT \$ _____

SECTION IV. SUBTOTAL \$ _____

PAYMENT INFORMATION (in US funds)

- Check payable to Medical Library Association
- MasterCard Visa AmEx Discover
- Bill me. (MLA members only) P.O. # _____

PRINT NAME _____

CARD NUMBER _____

EXP. DATE _____

SIGNATURE _____

MLA '05 REGISTRATION

Three Ways to Register

1. Go online to www.mlanet.org/am/am2005/ (registering online helps the association keep meeting rates down)
2. Mail your registration form with your payment to CDS-MLA, 107 Waterhouse Road, Bourne, MA 02532
3. Fax your registration form with your credit card payment to 508.759.4552

Be sure to register before April 15, 2005, and take advantage of the early-bird discount. By registering early, you save \$60.00! After May 6, 2005, bring the form to the Registration Desk in the convention center for onsite registration.

Payment

Payment must accompany your registration form. You may pay by check (payable to Medical Library Association), money order, Visa, MasterCard, American Express, or Discover. Registrations received without payment or purchase order will be returned. Payments must be in US dollars and free of bank charges. Only registrations paid by credit card or purchase orders may be faxed to 508.759.4552.

If you are an MLA member and you would like to be invoiced, you must include a purchase order with your registration form. Payments not received by June 10, 2005, will be charged an additional \$50 handling fee.

Registration Hours

Meeting material will be distributed at the MLA Registration Desk located in the Henry B. González Convention Center.

Friday, May 13, 5:00 p.m.–8:00 p.m.

Saturday, May 14, 7:00 a.m.–6:00 p.m.

Sunday, May 15, 7:00 a.m.–7:45 p.m.

Monday, May 16, 7:00 a.m.–6:00 p.m.

Tuesday, May 17, 7:00 a.m.–6:00 p.m.

Wednesday, May 18, 7:00 a.m.–3:00 p.m.

Thursday, May 19

7:00 a.m.–8:00 a.m. and noon–1:00 p.m.

Registration Packages

Package A: Inclusive

Includes admission to all sessions, exhibits, the Welcome Reception, the Awards Celebration and Luncheon, and the Futuro Magnifico Party. If you attend these events, this package provides the best value, saving \$30.

Package B: Conference-only

Includes admission to all sessions, exhibits, and the Welcome Reception.

Package C: One-day

Includes admission to all sessions and exhibits on a specific day, with the exception of ticketed events. On the registration form, circle the day you wish to attend.

TRANSPORTATION

The Marriott Rivercenter and the Marriott Riverwalk are just steps away from unique dining, shopping, and famous historical attractions such as the Alamo and the Riverwalk. Parking is available at the hotel. Self-parking is \$16 per day, and valet parking is \$21 per day (prices subject to change).

Airport Information

San Antonio International Airport is approximately eight miles from the downtown Riverwalk and is directly linked via US Highway 281.

Getting to and from the Airport

Shuttle: Contact SATRANS at 800.868.7707; www.sairportshuttle.com. Regular shuttle service runs daily from 7 a.m.–1 a.m. Service between the airport and downtown hotels is \$9 one way and \$16 round trip (prices subject to change).

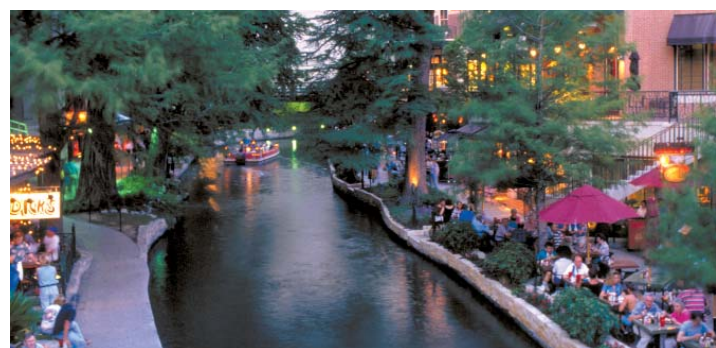
Taxi: The typical fare to downtown is \$13.40–\$14.40 (prices subject to change).

Public Transportation

Downtown travel is a breeze on the VIA streetcar, an open-air, authentic reproduction of a rail streetcar that traveled the streets of San Antonio more than fifty years ago. Four routes go to downtown locations, including the Alamo, Spanish Governor's Palace, La Villita, Sunset Station, Southwest School of Art and Craft, Institute of Texan Cultures, the King William area, and shopping. Find access to all routes from the downtown streetcar station on Convention Plaza. Streetcars run from early morning until late evening with stops conveniently located throughout downtown. Streetcars come by each stop about every ten minutes, so you never have to wait long! The current fare is eighty cents. For more information, visit www.viainfo.net.

Rail

The San Antonio Amtrak station is located at 350 Hoefgen Street. Call 800.872.7245 or visit www.texaseagle.com to plan your trip.



The Paseo del Rio, or Riverwalk, is the pride of the city. Lush foliage lines the picturesque banks of this peaceful, historic river. Photo by Cliff Stafford is courtesy of SACVB.

MEMBERSHIP APPLICATION

Membership ID#, if renewing: _____

Business/Work address

LAST NAME, FIRST NAME, MIDDLE INITIAL _____

INSTITUTION _____

LIBRARY _____

ADDRESS _____

CITY, STATE/PROVINCE, ZIP/POSTAL CODE _____

COUNTRY (IF OUTSIDE THE UNITED STATES) _____

DAYTIME TELEPHONE (INCLUDE AREA CODE) _____

FAX NUMBER (INCLUDE AREA CODE) _____

EMAIL ADDRESS _____

Mailing address (if different from above)

LAST NAME, FIRST NAME, MIDDLE INITIAL _____

ADDRESS _____

CITY STATE/PROVINCE ZIP/POSTAL CODE _____

COUNTRY (IF OUTSIDE THE UNITED STATES) _____

Referred by: _____

Are you currently enrolled in library school?

No Yes If yes, name of school _____

Payment information (Dues are payable in US dollars)

Enclosed is a check made payable to Medical Library Association.

Please charge my AmEx MasterCard Visa Discover

Amount enclosed: \$ _____

CREDIT CARD # _____ EXP. DATE _____

SIGNATURE _____

For individuals

Please check the appropriate membership category.

- Regular Membership \$150.00
- Annual salary of \$30,000 or less..... \$90.00
- Introductory Membership (first year only) \$100.00
- International Membership \$100.00
- Emeritus Membership (must have been a member for 10 years) ... \$55.00
- Affiliate Membership \$90.00
- Student Membership (with proof of current enrollment) \$35.00

For institutions

Please check the appropriate category. Dues are based on the total library expenditures (including salaries), excluding grants and contracts.

- \$0–\$199,999 \$235.00
- \$200,000–\$699,999 \$380.00
- \$700,000 and over \$545.00

Section memberships

For NEW MEMBERS ONLY: Join a section FREE for one year!

Learn more about sections at www.mlanet.org/sections/.

Indicate your free section here and do NOT check off a section below:

- Cancer Librarians (16) \$10.00
- Chiropractic Libraries (23) \$10.00
- Collection Development (22) \$10.00
- Consumer and Patient Health Information (21) \$15.00
- Corporate Information Services (27) \$15.00
- Dental (01) \$10.00
- Educational Media and Technologies (02) \$15.00
- Federal Libraries (09) \$12.00
- Health Association Libraries (07) \$10.00
- History of the Health Sciences (03) \$10.00
- Hospital Libraries (04) \$20.00
- International Cooperation (26) \$10.00
- Leadership and Management (06) \$10.00
- Medical Informatics (24) \$10.00
- Medical Library Education (05) \$7.50
- Nursing and Allied Health Resources (10) \$10.00
- Pharmacy and Drug Information (11) \$10.00
- Public Health/Health Administration (15) \$10.00
- Public Services (20) \$10.00
- Relevant Issues (12) \$7.00
- Research (18) \$12.00
- Technical Services (17) \$10.00
- Veterinary Medical Libraries (14) \$20.00

I would like to access the *Journal of the Medical Library Association* in an electronic format only.

Support health sciences librarianship

Promote excellence in health sciences librarianship with a donation to any of the listed funds. To donate to another specific fund, please indicate it on the line provided. Donations are tax deductible to the extent provided by law.

- David Kronick traveling fellowship _____
- Lindberg research fellowship _____
- MLA Shaping the Future Fund _____
- Other fund _____

For further information on benefits, visit www.mlanet.org/joinmla/ or contact MLA at 312.419.9094, mlams2@mlahq.org.

MLA makes its mailing list available to vendors and other affiliated organizations, so they may send you educational and product information.

If you do not wish to receive these mailings, please check the box.

Send completed application with payment to*:



Medical Library Association
36348 Treasury Center
Chicago, IL 60694-6300

HOTEL INFORMATION

San Antonio Marriott Rivercenter, 101 Bowie Street, San Antonio, TX, 78205

Hotel direct line: 210.223.1000; fax: 210.223.6239

Rising thirty-eight-stories above the San Antonio skyline, the unmistakable San Antonio Marriott Rivercenter embodies the true spirit of San Antonio. Everything this incredible city has to offer is just steps away including unique dining, shopping, and famous historical attractions such as the Alamo and the Riverwalk. During your stay, enjoy Marriott's tradition of service excellence and a full complement of amenities, including high-speed Internet access and wireless access in the lobby areas.

San Antonio Marriott Riverwalk, 711 East Riverwalk, San Antonio, TX 78205

Hotel direct line: 210.224.4555; fax: 210.224.2754

Capture the romance of San Antonio with a stay at the San Antonio Marriott Riverwalk, offering sweeping balcony views of the city and Riverwalk below. Indulge in your choice of a historical, cultural, or culinary experience with the rich flavors and intoxicating aromas along the Riverwalk, all a short walk away. Located next to the Henry B. González Convention Center, the hotel combines gracious Marriott service and amenities, including high-speed Internet access, with a comfortable, casual feel.

To reserve a room, you may use this form, call Marriott reservations at 800.648.4462, or go online at www.stayatmarriott.com/mla2005/. Tell the agent the name of the hotel and be sure to mention the MLA meeting when you call to receive the rates listed at right. The deadline for the Marriott to receive your reservation is Friday, April 15, 2005. Reservations are processed on a first-come, first-served basis.

San Antonio Marriott Rivercenter/Riverwalk Reservations

101 Bowie Street
San Antonio, TX 78205
Reservation center phone: 800.648.4462
Reservation fax: 210.554.6248
Online: www.stayatmarriott.com/mla2005/

Room Reservation Guarantee

A deposit totaling one night's room and tax (currently 16.75%, subject to change) is required for all reservations. You may guarantee your reservation by providing credit card information on the form or via telephone or by mailing a check made payable to Marriott directly to the hotel with this reservation form.

Cancellations or Changes

To cancel or adjust reservations, contact the hotel directly. For a full-deposit refund, all cancellations must be received by the Marriott at least forty-eight hours prior to scheduled arrival.

Check In/Check Out Times

Check in time is 4:00 p.m. Check out time is noon.

Meeting Rates

The below rates will prevail between May 11 and May 20, 2005, and are exclusive of 16.75% state and local taxes (subject to change). Room reservations and deposits should be received by the hotel no later than Friday, April 15, 2005, and are subject to availability in the group block. Reservation requests made after this date will be handled on a space and rate available basis.

Shared Billing

To facilitate more accurate billing, if you are sharing a room and require special guest billing arrangements, please be sure to check the appropriate box on the form or tell the reservation agent prior to your arrival.

Final Instructions

Telephone, mail, or fax your completed hotel reservation form to the San Antonio Marriott Rivercenter or Marriott Riverwalk at the contact information listed below. You may also choose to use the Web to make your hotel reservation. To ensure you receive the MLA room rate, please use the link listed below.

RESERVATION FORM



Contact information

Please type or print clearly. Use one form for each room request. Photocopy additional forms if necessary. The Marriott must have an email address on file to provide a written confirmation.

OCCUPANT NAME _____

- Check here if you are sharing a room and require separate billing.
- Check here if you are sharing a room and do not require separate billing.

ROOMMATE NAME _____

ROOMMATE ARRIVAL DATE _____

ROOMMATE DEPARTURE DATE _____

Send confirmation to

NAME _____

LIBRARY/ORGANIZATION _____

ADDRESS _____

CITY _____

STATE _____

ZIP CODE _____

TELEPHONE _____

FAX _____

EMAIL _____

Arrival and departure

ARRIVAL DATE _____

ARRIVAL TIME _____

DEPARTURE DATE _____

DEPARTURE TIME _____

Deposit for reservation

- Check enclosed payable to Marriott
- Major credit card

TYPE OF CREDIT CARD _____

ACCOUNT NUMBER _____

EXP. DATE _____

NAME ON CARD _____

SIGNATURE _____

DATE _____

Deposit: A deposit equal to one-night's room and tax is required to reserve and confirm an individual reservation. The deposit will be applied to the first night of the reserved stay.

Room type preferences

Occupancy

- Single \$194.00 + tax (\$32.50) = \$226.50
- Double \$194.00 + tax (\$32.50) = \$226.50
- Triple \$214.00 + tax (\$35.85) = \$249.85
- Quad \$224.00 + tax (\$37.52) = \$261.52



- Check here if you require special assistance in accordance with the Americans with Disabilities Act. Please list your needs: _____

Bed type

- King bed
- Double bed
- No preference

Smoking preference

- Smoking
- Nonsmoking