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Preliminary Program

Invitation

MLA '11: Join Us!

The 2011 National Program Committee (NPC) is excited to invite you to attend MLA '11, "Rethink," in Minneapolis, MN, May 13–18, 2011. For MLA '11, the 2011 NPC has been working hard with the Local Assistance Committee (LAC) to ensure that you will have the best possible venue to *rethink*. With so many information channels requiring our attention today, we need to allow time to *rethink* what we need to do in order to remain relevant to our institutional contexts and those we serve.

Rethink service, rethink technology, rethink space, rethink leadership, rethink engagement, rethink research, and rethink outcomes. The MLA '11 theme is designed to be flexible and adaptive so that MLA members can rethink what to bring to and receive from the 2011 MLA annual meeting in Minneapolis, MN.

MLA '11 will feature internationally known speakers, including Clay Shirky, T. Scott Plutchak, AHIP, and Geoffrey Bilder. Shirky—writer, consultant, and teacher on new technology and social media—will kick off our first plenary session and help us set the stage for the meeting. During the Janet Doe Lecture, Plutchak, director, Lister Hill Library at the University of Alabama–Birmingham, will astound us with his perspectives on the history and philosophy of medical librarianship. And finally, Bilder, director of strategic initiatives at CrossRef, will help us rethink scholarly communication.

The 2011 NPC will also build on the experience of the 2010 NPC by taking presentations to the next level with an Ignite-style (ignite.oreilly.com) session during the meeting. Details on submitting presentations for the Ignite session will be available in the spring of 2011 to catch the latest trends and topics from MLA members. Additionally, the 2011 NPC Conference Community is excited to announce "Rethink Conversations." After each plenary session, attendees will be asked to discuss a related question via Twitter. Display monitors will be strategically placed around the convention center so that members can watch and respond to the live conversations. Tweets can be made using a mobile device, laptop, or computers in the Internet Café. Please don't fear that we have jumped off the technological deep end; we have also scheduled a "Tweet-up": a time to meet (in person) those with whom you have been Tweeting.



Bart Ragon and Gabriel R. Rios, Cochairs, 2011 National Program Committee

Nevertheless, above all else, MLA meetings are about people. At MLA '11, you have the opportunity to meet old friends and make new ones. You will find members who share research and service interests, and you will have the opportunity to establish long-lasting partnerships with fellow members. We can all learn from the experience of others, and there is no better place to do this than at MLA '11! So join us for MLA '11 in Minneapolis, MN, and be ready to *rethink*!

We look forward to meeting you in Minneapolis, MN!

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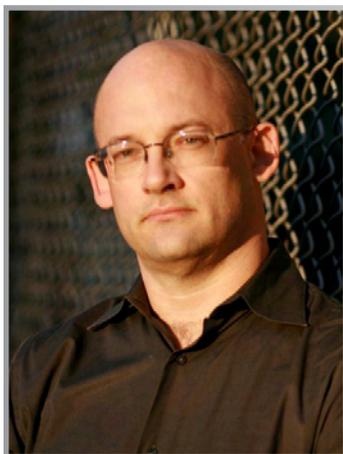
CE = Continuing education courses | Most breaks include refreshments in the Hall of Exhibits.

Schedule

Time	Friday, May 13	Saturday, May 14	Sunday, May 15	Monday, May 16	Tuesday, May 17	Wednesday, May 18
6:30 a.m.			<ul style="list-style-type: none"> • Majors Walk 6:30 a.m. 			
7:00 a.m.			<ul style="list-style-type: none"> • Sunrise Seminars 7–8:15 a.m. 	<ul style="list-style-type: none"> • Sunrise Seminars 7–8:15 a.m. 	<ul style="list-style-type: none"> • Sunrise Seminars 7–8:15 a.m. 	<ul style="list-style-type: none"> • Committee, Section, SIG, & Informal Meetings 7–9 a.m.
8:00 a.m.	<ul style="list-style-type: none"> • CE Courses 8 a.m.–5 p.m. 	<ul style="list-style-type: none"> • CE Courses 8 a.m.–5 p.m. 	<ul style="list-style-type: none"> • New Members Program & Breakfast • Committee, Business, SIG, & Informal Meetings 7–9 a.m. 	<ul style="list-style-type: none"> • Committee, Business, SIG, & Informal Meetings 7–9 a.m. 	<ul style="list-style-type: none"> • Committee, Business, SIG, & Informal Meetings 7–9 a.m. 	
9:00 a.m.	<ul style="list-style-type: none"> • Board of Directors 9 a.m.–5 p.m. (continued from Thursday) 	<ul style="list-style-type: none"> • Committee Meetings • Section & Chapter Councils 8 a.m.–4 p.m. 	<ul style="list-style-type: none"> • Welcome & Presidential Address 9–10 a.m. 	<ul style="list-style-type: none"> • Janet Doe Lecture 9–10 a.m. 	<ul style="list-style-type: none"> • Presidential Inaugural & MLA '12 Invitation 9–10 a.m. 	<ul style="list-style-type: none"> • Leiter Lecture 9–10 a.m.
10:00 a.m.			<ul style="list-style-type: none"> • Break/ReThink Conversations 1 10–10:30 a.m. 	<ul style="list-style-type: none"> • Exhibits 10 a.m.–noon • Break/ReThink Conversations 2 10–10:30 a.m. 	<ul style="list-style-type: none"> • Exhibits 10 a.m.–3 p.m. • Break/ReThink Conversations 3 10–10:30 a.m. 	<ul style="list-style-type: none"> • Break/ReThink Conversations 4 10–10:30 a.m.
10:30 a.m.			<ul style="list-style-type: none"> • McGovern Lecture 10:30 a.m.–noon 	<ul style="list-style-type: none"> • Section Program 2 10:30 a.m.–noon 	<ul style="list-style-type: none"> • NLM Update 10:30–11:30 a.m. 	<ul style="list-style-type: none"> • Plenary Speaker 10:30 a.m.–noon
11:30 a.m.					<ul style="list-style-type: none"> • Visit Exhibits 11:30 a.m.–noon 	
noon			<ul style="list-style-type: none"> • Exhibits noon–5 p.m. 	<ul style="list-style-type: none"> • Awards Ceremony & Luncheon noon–1:30 p.m. 	<ul style="list-style-type: none"> • Lunch noon–1 p.m. 	<ul style="list-style-type: none"> • Board of Directors 12:30–1:30 p.m.
1:00 p.m.			<ul style="list-style-type: none"> • Chapter Council Roundtables Luncheon noon–2 p.m. 	<ul style="list-style-type: none"> • Exhibits 1:15–5 p.m. 	<ul style="list-style-type: none"> • Legislative Update • Poster Session 2 • SIG & Informal Meetings 1–2 p.m. 	
2:00 p.m.			<ul style="list-style-type: none"> • Poster Session 1 • SIG & Informal Meetings 2–3 p.m. • Break 2:30–3 p.m. 	<ul style="list-style-type: none"> • Open Forums 2–3 p.m. • Break 2:30–3 p.m. 	<ul style="list-style-type: none"> • Poster Session 3 • SIG & Informal Meetings 2–3 p.m. 	<ul style="list-style-type: none"> • CE Courses 1–5 p.m.
3:00 p.m.		<ul style="list-style-type: none"> • Leaders Orientation (Committees, Sections, & Chapters) 3–5 p.m. 	<ul style="list-style-type: none"> • MLA Business Meeting 3–4:30 p.m. 	<ul style="list-style-type: none"> • Section Program 3 3–4:30 p.m. 	<ul style="list-style-type: none"> • Section Program 4 3–4:30 p.m. 	
4:30 p.m.			<ul style="list-style-type: none"> • Section Program 1 4:30–6 p.m. 	<ul style="list-style-type: none"> • Section Business Meetings 4:30–6 p.m. 	<ul style="list-style-type: none"> • Section Business, SIG, & Informal Meetings 4:30–6 p.m. 	
5:00 p.m.						
5:30 p.m.			<ul style="list-style-type: none"> • International Visitors Reception 			
6:00 p.m.		<ul style="list-style-type: none"> • Welcome Reception & Opening of the Hall of Exhibits 5:30–7:30 p.m. 	<ul style="list-style-type: none"> • Library School Reunion 6–7 p.m. • Hospital Libraries Section 6–7:30 p.m. 		<ul style="list-style-type: none"> • Tweet-up in the Bar 6:00 p.m. 	
7:00 p.m.					<ul style="list-style-type: none"> • MLA/FNLML Reception 7–10 p.m. 	

Program-at-a-glance sponsored by Logical Images

Featured Speakers



Sunday, May 15, 10:30 a.m.–noon

John P. McGovern Award Lecturer: Clay Shirky

Sponsored by EBSCO

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

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

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

Shirky’s recent book, *Here Comes Everybody*, explores the effects of open networks, collaboration, and user-created and -disseminated content on organizations and industries. Over the years, he has had regular columns in *Business 2.0*, *FEED*, *OpenP2P.com*, and *ACM Net_Worker*, and his writings have appeared in the *New York Times*, *Wall Street Journal*, *Harvard Business Review*, *Wired*, *Release 1.0*, *Computerworld*, and *IEEE Computer*. He has been interviewed by *Slashdot*, *Red Herring*, *Media Life*, and *The Economist’s Ebusiness Forum*. *Time* featured him with other futurists in a fall 2005 story, “What’s Next.” Shirky frequently speaks on emerging technologies at a variety of forums and organizations.

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



Monday, May 16, 9:00 a.m.–10:00 a.m.

Janet Doe Lecturer: T. Scott Plutchak, AHIP

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

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

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

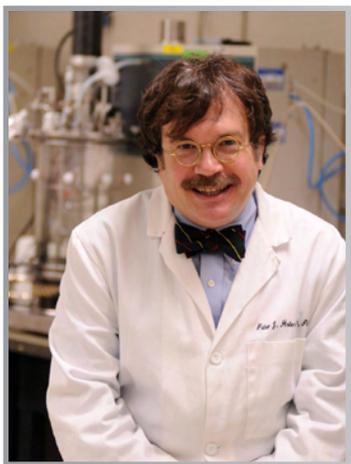
As a member of the Association of Academic Health Sciences Libraries Publisher Liaison Task Force, he was instrumental in establishing the Chicago Collaborative, which brings together librarians, publishers, editors, and other stakeholders to work on the grand challenges facing the scholarly communications community. Since

June of 2009, he has worked with the Scholarly Publishing Roundtable, convened by the US House Committee on Science and Technology, to develop consensus recommendations regarding public access policies for the peer-reviewed literature resulting from federal funding.

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

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

Featured Speakers



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

Joseph Leiter NLM/MLA Lecturer: Peter Hotez

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

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

Hotez's research focuses on vaccine development for parasitic diseases, with an emphasis on recombinant vaccines for hookworm and schistosomiasis. Hotez also has a strong policy interest to promote the control of neglected tropical diseases (NTDs). In 2006 at the Clinton Global Initiative, Hotez cofounded the Global Network for Neglected Tropical Diseases (GNNTD), with the mission to facilitate access to essential NTD medicines. In 2007, Hotez

became the founding editor-in-chief of *Public Library of Science (PLOS) Neglected Tropical Diseases*, and he is currently the president of the American Society of Tropical Medicine and Hygiene. Hotez has published over 200 peer-reviewed journal articles as well as several books, including *Forgotten People*, *Forgotten Diseases: The Neglected Tropical Diseases and Their Impact on Global Health and Development*.



Wednesday, May 18, 10:30 a.m.–noon

Plenary Speaker: Geoffrey Bilder

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

Networking Events

Please consult the schedule on page 5 for an overview of the meeting. Dates and times of MLA unit meetings are published on the MLA '11 website. For updates, go to www.mlanet.org/am/am2011/.

Friday, May 13

Minnesota Twins Baseball Game at Target Field

7:10 p.m.

See the 2010 American League Central Division champion Minnesota Twins play the Toronto Blue Jays in their new ballpark. MLA has reserved a limited block of 50 tickets. Information on how to purchase a ticket will be in an upcoming issue of MLA-FOCUS.

Saturday, May 14

Welcome Reception and Opening of the Hall of Exhibits

5:30 p.m.–7:30 p.m.

Ticketed event. One ticket to the reception is included with meeting registration packages A and B. Purchase additional tickets on the registration form.

Sunday, May 15

New Members/First-time Attendees Program and Breakfast

7:00 a.m.–9:00 a.m.

Ticketed event, see the registration form.

Is this your first MLA annual meeting? Would you like to meet MLA leaders? Then join the MLA Membership Committee for its annual New Members/First-time Attendees Program and Breakfast. This ticketed event will be held on Sunday, May 15, at 7:00 a.m. The program will begin promptly at 7:30. To receive a free ticket to this event, please check the box on the registration form. Email invitations will be sent before the meeting. You must RSVP to gain admittance.

Chapter Council Presents Chapter Sharing Roundtables

Sponsored by UpToDate

noon–2 p.m.

Optional ticketed event. You must register in advance. There will be no onsite registration. A lunch ticket is required to participate in a discussion and costs \$28. Register by topic number. Registrations without a topic number will not be processed.

Attend the Chapter Council Presents Chapter Sharing Roundtables for lunch and informal discussions on a variety of topics. Lunch will be a plated meal including salad, entrée, and dessert. Please indicate dietary restrictions on your registration form.

MLA offers one free lunch ticket per topic to new members (MLA member for five years or less) who register for the meeting via the online registration system. Tickets are paid through chapter donations and MLA and are available on a first-come, first-served basis. In the optional ticket section of the online registration form, select Chapter Council Presents Sharing Roundtable "free lunch." Select your desired topic from the drop-down box. If your desired topic is grayed out, the free lunch for this topic has already been taken; however, tickets for this topic are

still available for purchase. The roundtable free ticket will be added to your registration and show on your confirmation letter with a price of zero. When you arrive at the meeting, you will receive a lunch ticket with your selected topic printed on it. At the lunch, you must sit at the table for your designated topic. Each table facilitator will have a roster to check attendance. If your plans change and you cannot attend the lunch, please cancel so that the free ticket will be available for another attendee. See registration information for cancellation instructions.

Facilitators and recorders will be at each table to initiate discussion and to document the discussion for posting on the Chapter Council website (www.chaptercouncil.mlanet.org). Facilitators and recorders earn one point toward membership in the Academy of Health Information Professionals for completing these activities. If you would like to share your skills and expertise as a facilitator or a recorder, please email Angela Dixon at Angela_Dixon@URMC.Rochester.edu.

Topics for 2011 roundtables (Topic descriptions are available online at www.chaptercouncil.mlanet.org/roundtables/):

1. Assessment
2. Career and Leadership Development*
3. Copyright Issues*
4. E-books
5. Embedded Librarians
6. Electronic Medical Records: Role of the Library*
7. Evidence-based Nursing*
8. Expert Searching*
9. Health Literacy
10. How to Stay Current with New Technologies*
11. Influencing Decision Makers*
12. Instruction Techniques
13. Integrating You or the Library into the Curriculum*
14. Issues in Hospital Librarianship*
15. Liaisons: Stepping Out of the Library*
16. Literature Searching to Support Systematic Reviews
17. Marketing Library Services*
18. Measuring Success, Return on Investment, Showing the Value of Your Library*
19. Mobile Technologies for Medical Libraries*
20. New and Emerging Roles for Medical Librarians*
21. New Librarians Unite
22. Research for Librarians*
23. Social Networking for Medical Libraries*
24. Teaching Evidence-based Medicine*
25. Technical Services in Medical Libraries

* Topic was offered at the 2010 chapter sharing roundtables event.

International Visitors Reception

6:00 p.m.–7:00 p.m.

*Sponsored by The New England Journal of Medicine
For International Cooperation Section members and international attendees.*

Library School Reunion

6:00 p.m.–7:00 p.m.

Open to library school alumni. No registration required.

Hospital Libraries Section Business Meeting and Connection Reception

6:00 p.m.–7:30 p.m.

Registration is required. Select the reception on the registration form.

Monday, May 16

Awards Ceremony and Luncheon

noon–1:30 p.m.

Sponsored by UpToDate

Ticketed event. One ticket to the luncheon is included with package A. Purchase additional tickets on the registration form.

Networking Events/Services

Academy of Health Information Professionals Q & A Session

1:30 p.m.–2:30 p.m.

Open Forums

2:00 p.m.–3:00 p.m.

The following open forums are scheduled for MLA '11. Please watch MLANET for additions to this list.

Scholarly Communications

The Ad Hoc Committee for Advocating Scholarly Communications will present the results of its 2010 survey and engage participants in a discussion of the impact of open access and public access policies on collection development decisions and the ways the National Institutes of Health public access policy benefits the mission of the library.

MegaMeeting Instruction

MLA and its instructors, units, and chapters can use MegaMeeting software to conduct virtual meetings and continuing education courses. MLA staff member Kate Corcoran will discuss how to use this software for a variety of applications.

Rising Stars

The MLA Emerging Leaders Task Force will present a review of the MLA "Rising Stars" leadership development pilot program, including presentations by rising stars Karen Hanus, AHIP, assistant director, Libraries, Medical College of Wisconsin–Milwaukee; Emily Hurst, technology coordinator, HAM-TMC Library, Houston Academy of Medicine–Texas Medical Center–Houston; Rex Robison, informationist, NIH Library, National Institutes of Health, Bethesda, MD; and Robert Johnson, research librarian, Nursing, Science Library, University of California–Irvine, concerning their projects.

Tuesday, May 17

Tweet-up in the Bar

6:00 p.m.

Sponsored by the American Medical Association

National Library of Medicine's 175th Anniversary Celebration

7:00 p.m.–10:00 p.m.

Sponsored by UpToDate

Ticketed event, one ticket included with Inclusive Registration Package A.

MLA attendees and Friends of the National Library of Medicine (NLM) members join together to celebrate NLM's 175th anniversary at the biggest party of the year! Join us for this fun celebration to connect with your old and new friends at the MLA meeting. Come early to chat with your colleagues over food and drinks. Stay to enjoy a taste of the unique birthday cake.

COLLEAGUE CONNECTION

Is this your first MLA meeting? Not sure what to attend? Need someone to show you the ropes? Or do you want to help a member maneuver MLA's annual meeting? Then sign up for the Colleague Connection. This popular networking program pairs a first-time attendee with an experienced member. Once assigned, the pairs work out their own meeting schedules.

To participate, please contact Tomi Gunn, 312.419.9094 x11 or gunn@mlahq.org, by May 7, 2011. Indicate whether you want to be paired with an experienced member or want to help a new colleague.

JOB PLACEMENT CENTER

Hours

Sunday, May 15 10:00 a.m.–5:00 p.m.

Monday, May 16 9:00 a.m.–11:30 a.m.

and 1:30 p.m.–5:00 p.m.

Tuesday, May 17 9:00 a.m.–noon

and 1:30 p.m.–5:00 p.m.

Wednesday, May 18 9:00 a.m.–noon

Whether you are seeking an entry-level position, an opportunity for advancement, or a change of scenery or you are an employer seeking a highly qualified employee, take advantage of the Job Placement Center.

Individual job seekers and employers must register with the Job Placement Center by completing the forms available at www.mlanet.org/am/am2011/, calling 312.419.9094 x11, or emailing gunn@mlahq.org (please use "Job Placement Center" in subject line).

All forms will be accepted whether or not you are able to attend MLA '11. Employers are assessed fees for participating; there is no fee for job seekers.

The deadline for all forms is April 29, 2011. After April 29, 2011, please bring all forms to the placement center.

In addition to the onsite Job Placement Center, employers can post job opportunities on the MLA '11 website for \$100 for 2 months. Details are available on the MLA '11 site.

To place a job ad on MLANET, visit www.mlanet.org/jobs/jobs2.html.

MLA PERSONALIZED RESUME CLINIC

The Professional Recruitment and Retention Committee (PRRC), in conjunction with the MLA Job Placement Center, will sponsor the MLA Personalized Resume Clinic.

If you have a cover letter, resume, and/or CV that you would like to have reviewed, please sign up. Each participating member will have fifteen to twenty minutes with a reviewer. During that time, the reviewer will critique your cover letter, resume, and/or CV and offer tips and advice for improvement.

The resume clinic is available during the MLA Job Placement Center hours on Sunday, May 15, and Monday, May 16.

If you would like to send your information in advance of your arrival, please send it to gunn@mlahq.org, or you can bring it with you.

Drop-ins are welcome; however, signing up is strongly advised. You *must* attend MLA '11 to use this service. If you cannot attend the meeting and wish to have your resume reviewed, you can find a mentor at www.mlanet.org/mentor/.

MLA'11 Sponsors



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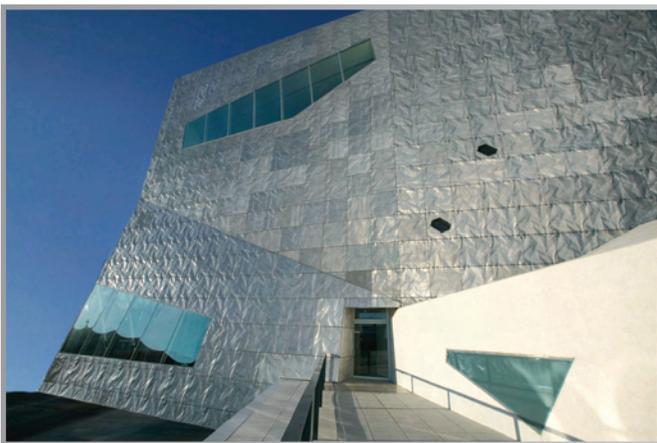
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EXTRAORDINAIRE

McGraw-Hill Professional



Walker Art Center

INSPIRE

American Medical Association

CyberTools for Libraries

Logical Images

The New England Journal of Medicine

Photos courtesy of Meet Minneapolis

MLA '11 MEETINGS AND EXHIBIT HALL LOCATION

Minneapolis Convention Center, 1301 Second Avenue South,
Minneapolis, MN 55403

EXHIBIT HOURS:

Saturday, May 14	Welcome Reception/Opening of Exhibits: 5:30 p.m.–7:30 p.m.
Sunday, May 15	noon–5:00 p.m.
Monday, May 16	10:00 a.m.–noon and 1:15 p.m.–5:00 p.m.
Tuesday, May 17	10:00 a.m.–3:00 p.m.

Exhibitors (as of November 9, 2010)

To exhibit at MLA '11, contact Dawn Murray, Hall-Erickson, at 630.434.7779; email, mla@heixpo.com.

- A.D.A.M.
- AlphaMed Press, publisher of *The Oncologist* and *Stem Cells*
- American Academy of Orthopaedic Surgeons
- American Academy of Pediatrics
- American Association for the Advancement of Science
- American Medical Association
- American Physiological Society
- American Psychiatric Publishing
- American Psychological Association
- American Society for Biochemistry and Molecular Biology
- *Annals of Internal Medicine*
- Annual Reviews
- Basch Subscriptions and Prenax
- BC Decker
- The Berkeley Electronic Press
- BMJ Group
- CABI
- CyberTools for Libraries
- DotLib International
- ebrary
- EBSCO Information Services
- Elsevier
- The Endocrine Society
- EOS International
- Exam Master
- Faculty of 1000
- Future Science Group
- Gale
- HARRASSOWITZ Booksellers and Subscription Agents
- Health Workforce Information Center
- Image Access
- IOS Press
- Karger Publishers
- Lexi-Comp
- Logical Images
- Majors/YBP Library Services
- Mary Ann Liebert Publishers
- Matthews Medical & Scientific Books
- McGraw-Hill
- The Medical Letter on Drugs and Therapeutics
- National Library of Medicine
- Natural Standard
- Nature Publishing Group
- Neal-Schuman Publishers
- *New England Journal of Medicine*
- Oncology Nursing Society
- Oxford University Press
- PEPID
- *Proceedings of the National Academy of Sciences*
- Postgraduate Medicine
- ProQuest (RefWorks, Serials Solutions, Dialog)
- Public Library of Science
- Quertle
- The Reference Shelf
- Rittenhouse Book Distributors
- Royal Society of Medicine Press
- Rural Assistance Center
- SAGE Publications
- Springer
- Springer Publishing Company
- STAT!Ref
- Swets
- SydneyPLUS International
- Taylor & Francis/Routledge
- TDNet
- Thieme Medical Publishers
- Thomson Reuters
- Touch of Life Technologies
- UpToDate
- Wiley-Blackwell
- Wolters Kluwer Health | Ovid
- WT Cox Subscriptions

Hall of Exhibits



Internet Café

Sponsored by Elsevier

Saturday, May 14–Wednesday, May 18

The Internet Café provides convenient Internet wireless access for meeting attendees. To access your offsite email, bring the name and, if possible, the Internet service provider (ISP) number of your host (mail server) and your MLANET username and password. The café does not have printers.

Poster Sessions

1. **Sunday, May 15** 2:00 p.m.–3:00 p.m.
2. **Tuesday, May 17** 1:00 p.m.–2:00 p.m.
3. **Tuesday, May 17** 2:00 p.m.–3:00 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 is open for exhibitor presentations of the latest technologies. Running throughout the day, these sessions are an opportunity for attendees to get a first look at new technology.

INFORMAL MEETINGS NOTICE

Sunday, May 15	7:00 a.m.–9:00 a.m. 2:00 p.m.–3:00 p.m.
Monday, May 16	7:00 a.m.–9:00 a.m.
Tuesday, May 17	7:00 a.m.–9:00 a.m., 1:00 p.m.–2:00 p.m., 2:00 p.m.–3:00 p.m. and 4:30 p.m.–6:00 p.m.
Wednesday, May 18	7:00 a.m.–9:00 a.m.

Note: If you are an affiliate, non-MLA group, exhibitor, or commercial group, you will be charged for reserving informal meeting space. For more information and to reserve informal meeting space, you must complete an application, available at www.mlanet.org/am/am2011/.

MLA reserves blocks of time for informal meetings and other events. Requests outside these times cannot be accommodated. Requests received before **February 14, 2011**, will be listed in the *Official Program*.

By contract, all meeting space is controlled by MLA. Calls to the convention center or hotels for space will be forwarded to the meeting manager for approval.

CE Courses



Registration and Fees

Registration is handled on a first-come, first-served basis, and no waiting lists are maintained. You must register for continuing education (CE) 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 register for MLA '11 courses. Room assignments will be listed in the *Official Program*. Some instructors have established a maximum attendance size, so register early by sending in the registration form on page 23 today—or better yet, register online now.

Student fee, pending available space: \$50. Nonmember rate includes one-year introductory membership to MLA. Cancellation or course change fee: \$50 per course (see page 21 for refund policy and deadlines).

PROFESSIONAL COMPETENCIES

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

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

SPECIAL COURSE SUITES

-  **Consumer Health Information Specialist**
These courses present the latest resources and ideas in the consumer health information field.
-  **Disaster Information Specialist**
These courses provide the latest information and resources in the field of disaster information.
-  **Evidenced-based Practice**
These courses emphasize the librarian's role in the practice of evidence-based health care.
-  **Expert Searcher Training Initiative**
These courses emphasize librarians' roles as expert searchers in health care and biomedical research.
-  **Information Specialist in Context**
These courses provide training and demonstrate knowledge regarding the role of the information specialist in context.
-  **Management Track**
These courses address topics relevant to library administration for current managers and individuals with an interest in management.
-  **Hands-on Computer Courses**
All hands-on computer courses will be held at an offsite facility in Minneapolis, MN, and not at the Minneapolis Convention Center, Hilton Minneapolis, or Hyatt Regency Minneapolis. The facility will be named in the *Official Program*. Transportation from the hotels to the facility will be provided, if necessary. Hands-on courses are marked as part of the course description with the hand icon.

8:00 a.m.–5:00 p.m.

CE500 The Medical Library's Role in E-science and Data Sharing

Level: Beginning+

Cost: \$305 (nonmember, \$545)

Explore the world of e-science: how it is defined; how it is rapidly evolving; why it is important to the progress of scientific pursuit; and why it is important for librarians and information professionals to play key roles in directing the trajectory of e-science and to support users who need help navigating through the maze of e-science challenges.

Instructors: Layne Johnson, Translational Science Information Specialist, Health Sciences Libraries; Institute for Health Informatics-Library Fellow; and Associate Director, Graduate Studies, Health Informatics, and Lisa R. Johnston, Assistant Librarian, Library Academic Programs/Physical Science Engineering, University of Minnesota–Minneapolis

 **CE600** Rapid Web-based Course Development: A Hands-on Workshop

Level: Intermediate

Cost: \$405 (nonmember, \$695)

Attendance maximum: 20

This workshop will provide hands-on practice with a number of different tools to speed up your course development process. Participants will transform existing PowerPoint presentations into training with slide indexing, Flash-based interactive exercises, narration, simulations, and integrated video clips. Teaching effectiveness will be emphasized.

Instructor: Jan Buhmann, Manager, Learning Technologies and Clinical Education, PeaceHealth Oregon Region–Eugene

10:00 a.m.–5:00 p.m.

 **CE300** Walking in Nurse's Shoes: Info Needs from Novice to Expert

Level: Beginning

Cost: \$290 (nonmember, \$520)

Attendance maximum: 30

Explore the information needs of nurses at all levels of education and experience and the information needs of nurses in various roles and settings. Examine the role of information in nursing education, clinical settings, and the community. Receive a summary of effective educational techniques and examples. Get tips on tailoring educational experiences to specific audiences.

Instructors: Pamela Sherwill-Navarro, AHIP, Librarian, Library, Remington College of Nursing, Lake Mary, FL; Margaret (Peg) Allen, AHIP, FMLA, Library and Information Consultant, Health Knowledge Consultants, Stratford, WI; Joy Kennedy, Librarian, Health Resources Library, Northwest Community Healthcare, Arlington Heights, IL; and Kathy Fatkin, AHIP, Medical Librarian and Researcher, Medical Library, Eastern Idaho Regional Medical Center–Idaho Falls

8:00 a.m.–noon

 **CE301** Diagnostic Error and Patient Safety: Team Up and Tackle It

Level: Beginning+

Cost: \$240 (nonmember, \$445)

Attendance maximum: 30

Emerging roles for embedded/clinical informationists include diagnostic error prevention and assessment strategies. You will learn the concepts, scope, and roles librarians play on the clinical team. The workshop presents a tool set and case examples to spark thinking about how you can team up and tackle diagnostic error in your medical center.

Instructors: Elaine Alligood, Informationista, VA Technology Assessment Program (11T), VA PCS Field Program, Boston, MA; Lorri Zipperer, Cybrarian, Zipperer Project Management, Albuquerque, NM; Linda C. Williams, VA National Center for Patient Safety, Ann Arbor, MI; and Barbara Bowers Jones, Library Advocacy Liaison, J. Otto Lottes Health Sciences Library, University of Missouri–Columbia

CE400 Understanding Usage Statistics and Using Them as a Decision-making Tool

Level: Beginning

Cost: \$240 (nonmember, \$445)

Attendance maximum: 20

Publishers and vendors in growing numbers are making an effort to make usage statistics available to libraries. This workshop provides an opportunity to understand how Counting Online Usage Statistics of Networked Electronic Resources (COUNTER) usage statistics reports provided by publishers and vendors can be used as a decision-making tool. The workshop will also present how to manipulate the data using a spreadsheet, which participants can use for cost-per-use and return-on-investment analysis. By the end of the class, participants will be able to download usage statistics reports and understand COUNTER usage report content, data elements, definitions of these data elements, format, frequency and methods of delivery, and current protocols. Participants will also be able to develop a plan to gather and analyze usage reports in order to assess usage of electronic collections that will demonstrate their library collections' value.

Instructor: Nisa Bakkalbasi, Director, Planning and Assessment, Libraries and Educational Technologies, Carrier Library, James Madison University, Harrisonburg, VA

CE501 Rethinking Connections with Our Users: Incorporating Mobile Devices into Library Services

Level: Beginning

Cost: \$240 (nonmember, \$445)

Attendance maximum: 30

Rethink service points with this workshop on mobile resources. Gain an understanding of the history, types, and basic features of mobile devices; review current health care applications and software; and discuss how to integrate mobiles into library services with a small group exercise.

CE Courses

Saturday, May 14

8:00 a.m.–5:00 p.m.



CE401 Medical Subject Headings (MeSH) for Searchers

Level: Beginning+

Prerequisite: Previous experience using PubMed/MEDLINE databases

Cost: \$405 (nonmember, \$695)

Attendance maximum: 24

If you search using Medical Subject Headings (MeSH) as controlled vocabulary with National Library of Medicine databases, then this course is for you. Develop an understanding of the history, the structure, and the indexing applications of MeSH for the subject analysis of medical literature. Learn the concept of coordinate indexing, principles for optimum search results, and backfile searches.

Instructor: E. Diane Johnson, AHIP, Assistant Director, Information Services and Resources, J. Otto Lottes Health Sciences Library, University of Missouri–Columbia

8:00 a.m.–3:00 p.m.

CE101 Copyright for Health Sciences Librarians

Level: Beginning+

Cost: \$290 (nonmember, \$520)

An introduction to copyright for librarians that focuses on situations and scenarios that are particularly applicable to work in the health sciences. Participants will learn to analyze common copyright dilemmas through lectures, discussions, and problem-solving exercises.

Instructor: Anne Gilliland, Head, Health Sciences Copyright Management Office, Prior Health Sciences Library, Ohio State University–Columbus



CE200 Marketing as if Your Library Depended on It

Level: Intermediate

Cost: \$290 (nonmember, \$520)

Marketing is awareness, change, and response: learning about medical library customer needs and concerns, making changes, and then promoting the benefits of using your services via promotion and advertising. Earn support from decision makers, bring in new (and “lost”) customers, and improve the effectiveness of promotional materials and activities.

Instructor: Pat Wagner, Management Consultant, Pattern Research, Inc., Denver CO

8:00 a.m.–noon



CE201 Behind Closed Doors: Politics in the Library

Level: Beginning+

Cost: \$240 (nonmember, \$445)

Attendance maximum: 25

Librarians are not schooled to be politically savvy or to advocate for their libraries. Learn to effectively influence and manage others’ perceptions of you and your ideas, change enemies into allies, stay in the loop, and manage outcomes in the short term and far into the horizon.

Instructors: Maureen (Molly) Knapp, AHIP, Reference Librarian, John P. Isché Library, Louisiana State University Health Sciences Center–New Orleans, and Jodi Philbrick, Assistant Director, Houston Program, and Course Coordinator, Health Informatics Program, Department of Library and Information Sciences, University of North Texas–Denton

CE601 Network Visualization Tools

Level: Beginning

Cost: \$315 (nonmember, \$560)

Attendance maximum: 24

This hands-on course will provide an introduction to using network visualization tools, using gene interactions as a specific example and focusing on two free resources, Cytoscape and VisANT. An overview of network visualization tools will be provided.

Instructors: Marci Brandenburg, Bioinformationist, and Jean Song, Research and Informatics Coordinator, Taubman Health Sciences Library, University of Michigan–Ann Arbor

1:00 p.m.–5:00 p.m.

CE100 It’s More than Just “The Standards”

Level: Beginning+

Cost: \$240 (nonmember, \$445)

Attendance maximum: 20

“It’s More Than Just ‘The Standards’” will show participants how to get more out of the Joint Commission standards than thought possible. Participants will also learn to develop strategies for communicating their roles to their supervisors and the other “power brokers” in their institutions.

Instructor: Katherine Stemmer Frumento, AHIP, Director, Library Services, Richard and Jonathan Sackler Medical Library, Greenwich Hospital, Greenwich, CT

CE502 Electronic Resources Management Systems (ERMS) 101

Level: Beginning+

Cost: \$240 (nonmember, \$445)

Attendance maximum: 30

This course will provide an overview of electronic resource management systems (ERMS) (e.g., their evolution, a comparison of commercial systems, etc.) and discuss existing and emerging standards related to ERMS. Attendees will learn what to consider when purchasing an ERMS, including designing a rubric for evaluation and writing a detailed request for information. The course will also discuss the challenges of coding license agreements and best practices for managing e-resources and workflows.

Instructors: Angela Riggio, Interim Head, and Bonnie Tijerina, Digital Collections Services Librarian, Scholarly Communication and Licensing, UCLA Library, University of California–Los Angeles

Instructors: Marty Magee, Education Liaison, National Network of Libraries of Medicine, MidContinental Region, McGoogan Library of Medicine, Nebraska Medical Center—Omaha, and Barbara Bowers Jones, Library Advocacy Liaison, National Network of Libraries of Medicine, MidContinental Region, J. Otto Lottes Health Sciences Library, University of Missouri—Columbia

 **CE302** PubMed Rediscovered: Hidden Treasures in Searching

Level: Intermediate

Cost: \$315 (nonmember, \$560)

Attendance maximum: 24

Be at the forefront of searchers who understand how to get the best pearls from PubMed. Discover what has changed! This class will cover hidden treasures and strategies in searching PubMed. Learn how to combine your knowledge and experience of PubMed to make your searches even more powerful.

Instructor: Kay Deeney, AHIP, Education Coordinator, National Network of Libraries of Medicine, Pacific Southwest Region, Louise M. Darling Biomedical Library, Center for the Health Sciences, University of California—Los Angeles

 **CE304** The Canny Consumer: Resources for Consumer Health Decision Making

Level: Beginning

Cost: \$315 (nonmember, \$560)

Attendance maximum: 20

With the sharp rise in web-informed consumers and today's fast-paced communication technology and inclusive health care systems, information is readily available. Many health care systems now offer portable electronic records and electronic prescription services. Members of the technologically savvy generation make use of tools such as YouTube, blogs, and websites to share experiences in their health care. Yet, with an estimated ninety million Americans who do not understand how to read, comprehend, or use health information, health literacy will determine who is left behind in this techno-cultural revolution. This class will focus on the interaction between technology, culture, and politics. An interactive session will allow participants to explore new and upcoming technologies such as personal health records and e-health tools. The resources covered will assist consumers and those helping consumers to find quality health information and to navigate the health care system. Implications for those left behind—including the ethical, social, and privacy issues concerning these new technologies—will also be discussed.

Instructor: Terri Ottosen, AHIP, Consumer Health Outreach Coordinator, National Network of Libraries of Medicine, Southeastern/Atlantic Region, Health Sciences and Human Services Library, University of Maryland—Baltimore

 **CE700** Finding Info in Numbers and Words: Data Analysis for Health Information Outreach

Level: Beginning

Cost: \$240 (nonmember, \$445)

Attendance maximum: 30

This very basic course is designed to improve librarians' ability to compile and analyze qualitative (text-based) and quantitative (numeric) evaluation data about health information outreach programs. Participants will learn to use descriptive statistics and graphs to make sense of numeric data and to organize, code, and analyze text-based data.

Instructors: Susan J. Barnes, Assistant Director, National Network of Libraries of Medicine Outreach Evaluation Resource Center, Health Sciences Library, University of Washington—Seattle, and Cynthia Olney, Evaluation Specialist, National Network of Libraries of Medicine Outreach Evaluation Resource Center, Atlanta, GA

 **CE701** Searching in Support of Systematic Reviews

Level: Beginning+

Cost: \$240 (nonmember, \$445)

Attendance maximum: 15

Have you been asked to participate in the development of a systematic review? This is not for the faint of heart; it is an elaborate process. This workshop is designed for medical librarians who want to explore the systematic review process in general and the librarian's role in that process in particular. Through informal discussion and case-based learning, you will acquire the skills needed to support systematic reviews in your institution:

- Identify the steps in the systematic review process.
- Explore protocols for systematic review development (e.g., PRISMA, Cochrane).
- Identify the roles of the librarian in this process.
- Select databases and other resources appropriate for the topic.
- Utilize project management tools to keep track of searches (e.g., concept tables) and citations (e.g., RefWorks, EndNote).
- Draft the search methodology for publication.

Instructors: Janis Glover, AHIP, Education Services Librarian, Cushing/Whitney Medical Library, Yale University, New Haven, CT, and Karen Odato, Research and Education Librarian, Biomedical Libraries, Dartmouth College, Hanover, NH

1:00 p.m.—5:00 p.m.

 **CE102** Nurses, Magnet Designation, and Library Services

Level: Beginning

Cost: \$240 (nonmember, \$445)

Attendance maximum: 20

Learn about knowledge-based information needs of nurses in clinical and educational settings. Reflect on strategies to meet these needs in relation to accreditation and certification standards, especially as they relate to the American Nurses Credentialing Center Magnet initiative. Learn efficient methods for finding resources for evidence-based nursing practice via the Internet, CINAHL, and MEDLINE. Use what you learn to identify collaborative education and service strategies to improve knowledge-based information services for nurses and nursing students in your organization. Attendees should have basic knowledge of PubMed/MEDLINE.

Instructor: Joy Kennedy, Librarian, Health Resources Library, Northwest Community Healthcare, Arlington Heights, IL



CE303 Beyond an Apple a Day: Providing Consumer Health Information at Your Library

Level: Beginning

Cost: \$315 (nonmember, \$560)

Attendance maximum: 20

This hands-on class will cover the health information-seeking behavior of consumers and the role of the librarian in providing health information for the public. Come learn about the evolution of consumer health, health literacy, and the e-patient. The class will conclude with an exploration of effective marketing approaches.

Instructor: Dana Abbey, Consumer Health Coordinator, National Network of Libraries of Medicine, MidContinental Region, Health Sciences Library, University of Colorado–Aurora



CE306 Resources for Disaster Preparedness and Response

Level: Beginning

Cost: \$315 (nonmember, \$560)

This course is designed to help librarians identify the key resources they and their users can turn to in the event of an emergency or disaster. Opening with motivating examples, the class next covers electronic resources for disaster preparedness with demonstrations and hands-on searching. The instructor will focus on websites (FEMA, CDC, etc.), databases (TOXNET, HazLit, QUAKELINE, etc.), blogs, and email discussion lists, as well as resources for mobile devices. Attendees will learn sources for useful information in an emergency, the formats that are easiest to use, and ways to keep up-to-date. The resources include information especially targeted toward disaster clinical practice such as crush injuries and radiation exposure. The course will include scenarios for participants to work through with a partner, followed by discussion. The presentation will conclude with pointers to guidance for library recovery planning (not the main focus of this course). Disaster preparedness is a major undertaking—and knowing where to look for information in the event of an emergency is an important step toward readying your institution.

Instructor: Emily Morton-Owens, Web Services Librarian, NYU Health Sciences Libraries, New York University–New York



CE602 Entry to the Genome World: Genome Browsers

Level: Beginning+

Cost: \$315 (nonmember, \$560)

Attendance maximum: 20

This course will demonstrate in easy steps how to access and analyze a large amount of available genome data using different public browsers such as those from the University of California–Santa Cruz (UCSC), the National Center for Biotechnology Information (NCBI), the European Molecular Biology Laboratory (EMBL)–European Bioinformatics Institute (EBI), and the 1000 Genomes Browser. Used to view the genome assemblies, these browsers are valuable tools to identify and localize genes and to obtain information about them. This course will demonstrate how to view different human genome maps and tracks and

CE103 Communicating with Physicians: For Librarians

Level: Beginning

Cost: \$240 (nonmember, \$445)

Attendance maximum: 30

Learn how to communicate more effectively with your physician patrons, directly from a physician-librarian team. The overall goal of this course is for librarians to understand the viewpoint of physicians during a library transaction. Attendees will also learn methods that help librarians to positively direct physician-librarian interactions.

Instructors: Bradley A. Long, Head, Reference and Liaison Services, Health Sciences Library, Upstate Medical University, Syracuse, NY, and Peter M. Jucovy, Research Service, Philadelphia Veterans Affairs Medical Center, Philadelphia, PA



CE202 Valuing Your Library: Needs Assessment, Program Development, Program Evaluation

Level: Beginning

Cost: \$240 (nonmember, \$445)

Attendance maximum: 30

Participants will learn to define “library value” by assessing the needs of their clients and stakeholders. They will learn to map their programs and services against institutional goals using a logic model and will develop an evaluation plan to investigate and document their libraries’ contributions to the institutional mission.

Instructors: Cynthia Olney, Evaluation Specialist, National Network of Libraries of Medicine Outreach Evaluation Resource Center, Atlanta, GA, and Susan J. Barnes, Assistant Director, National Network of Libraries of Medicine Outreach Evaluation Resource Center, Health Sciences Library, University of Washington–Seattle

CE702 Forging a Path for Translational Science Support at Your Institution: A Roadmap for Success

Level: Beginning+

Cost: \$240 (nonmember, \$445)

Traditionally, medical libraries have provided information resources and technology to support educational, research, and patient care objectives. The complexity of translational science research and its multidisciplinary approach offer prime opportunities for many different types of libraries to create visionary library-based translational science programs. This class will provide medical libraries with an initial foundation to develop and/or supplement translational science programs for their institutions. Topics include an introduction to the concept of translational science and Clinical and Translational Science Awards (CTSAs), discussion of stakeholders for advancing translational science efforts, strategies for initiating collaborations with stakeholders, and a review of possible services and resources that can be implemented to establish a library-based translational science support program.

Instructors: Kristi Holmes, Bioinformaticist, and Cathy Sarli, AHIP, Scholarly Communications Specialist, Becker Medical Library, School of Medicine, Washington University, St. Louis, MO



MLA will host three eLearning opportunities during MLA '11. MLA members who are not able to attend the meeting will be able to participate in live web-based versions of the courses. Technical requirements will be sent electronically prior to the annual meeting. For more course and instructor information, see earlier course listings.



Friday, May 13

10:00 a.m.–5:00 p.m. (central time)

ISIC CE305 Walking in Nurse's Shoes: Info Needs from Novice to Expert

Level: Beginning

Cost: \$290 (nonmember, \$520)

Attendance maximum: 10

Saturday, May 14

1:00 p.m.–5:00 p.m. (central time)

CHIS MT CE203 Valuing Your Library: Needs Assessment, Program Development, Program Evaluation

Level: Beginning

Cost: \$240 (nonmember, \$445)

Attendance maximum: 10

Wednesday, May 18

1:00 p.m.–5:00 p.m. (central time)

EBP ISIC CE704 Evidence-based Medicine: Introduction to Study Design and Critical Appraisal

Level: Beginning

Cost: \$240 (nonmember, \$445)

Attendance maximum: 6

make the best use of them. The class will be taught through a combination of lecture (an introduction to genome sequence assembly, annotation, and a variety of accession numbers); demonstration (using worked examples); discussion; and hands-on exercises (using additional worked examples). The course is relevant to participants serving molecular researchers at academic institutions, research centers, hospitals, and industry (e.g., biopharmaceutical/biotechnology).

Instructor: Medha Bhagwat, Informationist and Bioinformatics Specialist, NIH Library, National Institutes of Health, Bethesda, MD

EBP ISIC CE703 Evidence-based Medicine: Introduction to Study Design and Critical Appraisal

Level: Beginning

Cost: \$240 (nonmember, \$445)

Attendance maximum: 25

This interactive course is designed to give learners an introduction to critical appraisal skills through understanding basic study designs in medicine (case-control, cohort, and randomized controlled trial [RCT]) and validity criteria for RCTs. After completing this course, learners will be better able to identify appropriate study designs, identify criteria used to evaluate RCTs, and identify ways to help support evidence-based medicine.

Instructor: Connie Schardt, AHIP, FMLA, Associate Director, Public Services, Medical Center Library, Duke University, Durham, NC

Section Programs

Section Program Times

The diversity of thought-provoking programs coordinated by MLA sections and special interest groups (SIGs) offers exciting opportunities for professional development. For information on MLA sections, visit www.mlanet.org/sections/sections.html. For information on MLA SIGs, visit www.mlanet.org/sections/sigs.html.

Beginning in March, use the online program planner to navigate the meeting in advance. Find dates, times, room assignments, presenters, and abstracts. Find descriptions of the program themes, times, and invited speakers at www.mlanet.org/am/am2011/sect_prog/.

Section program session times are:

Sunday, May 15	4:30 p.m.–6:00 p.m.
Monday, May 16	10:30 a.m.–noon and 3:00 p.m.–4:30 p.m.
Tuesday, May 17	3:00 p.m.–4:30 p.m.

Programs are organized alphabetically by primary section sponsor name and program titles.

Plan Your Time Online

MLA '11 will use a new online program planner to provide information you need to navigate the meeting in advance. The program planner locates all types of sessions and includes room assignments at the Minneapolis Convention Center. Use the program planner to choose the section programs that you wish to attend. Your custom program schedule may be printed out or downloaded to a personal digital assistant (PDA) or computer. Abstracts will only be available online at www.mlanet.org/am/am2011/. A printed version of the abstracts will not be produced to reduce paper use and the impact on the environment.

More information regarding this great new tool will be forthcoming.

2011 National Program Committee Ignite MLA

Cancer Librarians Section

Public Health/Health Administration Section, Leadership and Management Section, Library Marketing SIG, Medical Library Education Section, Molecular Biology and Genomics SIG, New Members SIG

Revitalize Your Message

Chiropractic Libraries Section

Technical Services Section
General Negotiation Skills

Consumer and Patient Health Information Section

Nursing and Allied Health Resources Section, Complementary and Alternative Medicine SIG, Outreach SIG

Serving the Information Needs of a Multilingual/Multicultural Clientele

Corporate Information Services Section

Consumer and Patient Health Information Section, Institutional Animal Care and Use SIG, Library Marketing SIG, Molecular Biology and Genomics SIG, Pharmacy and Drug Information Section
Being There: The "Embedded" Librarian

Dental Section

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

Fifth Annual Lecture on the Evidence Base

Sponsored by STAT!Ref

Rethinking the Librarian's Role in Electronic Health Records (EHRs), Personal Health Records (PHRs), and Electronic Medical Records (EMRs): A Place at the Table

Educational Media and Technologies Section

Hospital Libraries Section; Lesbian, Gay, Bisexual, and Transgendered Health Science Librarians SIG

Rethinking Portals

Educational Media and Technologies Section

Libraries in Curriculum SIG

Technology and Library Instruction

Federal Libraries Section

Library Marketing SIG

Rethinking Our Value: Determining Return on Investment

Health Association Libraries Section

Corporate Information Services Section, Institutional Animal Care and Use SIG, Medical Library Education Section

The Role of the Librarian in the Systematic Review Process

History of the Health Sciences

Remember, Rethink, and Reinvent: Using History to Show the Way

Section Programs

Hospital Libraries Section

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

The T-shaped Librarian

International Cooperation Section

Public Health/Health Administration Section

Collaborating across Borders to Improve Health Information Delivery

Leadership and Management Section

Collection Development Section, Corporate Information Services Section, Veterinary Medical Libraries Section

Case Studies on Rethinking Services, Space, Resources, and Roles

Leadership and Management Section

Corporate Information Services Section, History of the Health Sciences Section, Hospital Libraries Section, Institutional Animal Care and Use SIG, Library Marketing SIG, Pharmacy and Drug Information Section, Public Services Section, Veterinary Medical Libraries Section

Rethinking Libraries in Hard Times

Medical Informatics Section

Educational Media and Technologies Section

Top Tech Trends V

Medical Library Education Section

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

Instructional Best Practices

Medical Library Education Section

Research Section, New Members SIG

New Voices

Nursing and Allied Health Resources Section

Collection Development Section, Technical Services Section

Evidence-based Collection Development in the New Millennium: Doing Better What We Have Always Done Well

Pharmacy and Drug Information Section

EMBASE Lecture

Public Health/Health Administration Section

Health Association Libraries Section; Lesbian, Gay, Bisexual, and Transgendered Health Science Librarians SIG

Health Policy Changes and the Role of Libraries and Librarians in Response

Public Services Section

Clinical Librarians and Evidence-Based Health Care SIG, Library Marketing SIG, Research Section, Osteopathic Libraries SIG

Rethinking Assessment

Relevant Issues Section

African American Medical Librarians Alliance SIG; Lesbian, Gay, Bisexual, and Transgendered Health Science Librarians SIG

Rethinking Health Information: Creating Outreach Initiatives, Projects, and Programs to Reach Special Populations

Research Section

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

Refining Research: From Start to Finish

Section Council

Libraries in Curriculum SIG, Medical Library Education Section

Education (General Topic Session)

Section Council

Library Marketing SIG, New Members SIG

Next Steps: The Future (General Topic Session)

Section Council

Educational Media and Technologies Section, Medical Informatics Section

Rethink Technology (General Topic Session)

Technical Services Section

OCLC SIG

Rethinking Technical Services

Veterinary Medical Libraries Section

African American Medical Librarians Alliance SIG, Chiropractic Libraries Section, Complementary and Alternative Medicine SIG

One Medicine/One Health: Interdisciplinary Collaborations

Veterinary Medical Libraries Section

Institutional Animal Care and Use SIG, Molecular Biology and Genomics SIG, Pharmacy and Drug Information Section

From Bench to Bedside: Librarians' Roles in Translational Medicine



Save 15–30% on registration for MLA '11!

Join MLA or Renew for 2011

Institutional members can register up to 3 nonmember staff at member rates. Along with discounts on annual meeting registration, MLA member benefits include:

- *Journal of the Medical Library Association*, four issues per year
- *MLA News*, ten issues per year
- *MLA-FOCUS*, twenty-four issues per year
- support for the profession of medical librarianship through actions in Washington and with accrediting bodies
- networking through the annual meeting, email lists, sections, special interest groups, and chapters
- continuing education opportunities
- job listings and placement services



GENERAL INFORMATION

Cancellations

All cancellations for meeting registration and continuing education (CE) courses must be submitted in writing and faxed to MLA Registration at 312.419.8950.

Meeting cancellations received by April 21, 2011, are subject to a \$50 fee. You will be assessed a \$50 fee for each CE course change or cancellation.

After April 21, 2011, 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 meeting registration or CE registration to another person without charge.

Children

All children must have badges. Complimentary badges are available at the MLA Registration Desk. Children under thirteen are not permitted in the exhibit hall. Information about child care will be available at www.mlanet.org/am/am2011/.

Confirmations

If you register online, you will receive a confirmation by email within minutes. If you register by mail or fax, allow 5 days after receipt for an email confirmation. If an email address is invalid or missing, allow 2 weeks for a faxed confirmation. Please bring your confirmation letter with you to the MLA Registration Desk. Confirmations will be sent only to those who register prior to 11:59 p.m., central time, on May 14, 2011.

Special Services

If you have a legal disability or dietary requirements, please include a written description of your needs with the registration form. Describe your needs and include an email address or fax number where you can be contacted for more information. MLA must receive the form by May 1, 2011.

Student Discount

You qualify for student rates if you hold student membership in MLA. Student members also qualify for CE courses and symposia for only \$50 each, pending available space. You may join MLA as a student member when you register online or complete the membership form online at www.mlanet.org/joinmla/.

Member Discount

MLA members in good standing are eligible for discounted member rates. Nonmembers may join by paying dues with registration. Members of the American Association of Law Libraries (AALL), American Medical Association (AMA), American Public Health Association (APHA), Association for Library and Information Science Education (ALISE), Canadian Health Libraries Association/ Association des bibliothèques de la santé du Canada (CHLA/ABSC), Interagency Council on Information Resources in Nursing (ICIRN), and Special Libraries Association (SLA) may register for the meeting at MLA member rates.



Keep Your Gears Turning

Register for continuing education courses
at www.mlanet.org or on **page 23**.

See pages 12-17 for details on courses.

How to Register

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 Deb Cavanaugh at 312.419.9094 x32 or email mlapd3@mlahq.org.

THREE WAYS TO REGISTER

1. Go online at www.mlanet.org/am/am2011/register/ (**online saves time**)
2. Mail your registration form with payment to CDS-MLA, 107 Waterhouse Road, Bourne, MA 02532
3. Fax your registration form with credit card payment to 508.759.4552



Smart phone quick response code to online registration.

Register by **April 13, 2011**, to receive the early-bird discount and save \$80! After May 6, 2011, bring the form to the registration desk at the Minneapolis Convention Center for onsite registration.

Registration Packages

All registrants will have online access to audio recordings of most meeting sessions, with visual electronic presentations. Online access enables convenient access to meeting presentations to review the sessions you attended and hear sessions for the first time.

In addition, meeting registrants have online access to video of selected plenary sessions and posters. Posters will be online live a few weeks prior to the meeting.

Please select the registration package that best fits your interest and budget. The table lists features of each package.

Features	A	B	C	D
Online access to audio sessions with electronic presentations	X	X	X	X
Online access to streaming video of keynote and other select plenary sessions	X	X	X	X
Online access to posters before, during, and after the meeting.	X	X	X	X
Online access to program and abstract book	X	X	X	X
Online access to meeting scheduler	X	X	X	X
Access to meeting sessions and Hall of Exhibits	X	X	X	
1 Ticket to the Welcome Reception	X	X		
1 Ticket to the Awards Ceremony and Luncheon	X			
1 Ticket to the MLA/FNLM Celebration for NLM's 175th Anniversary	X			

Register early to qualify for the discounted fees listed on the registration form. After midnight, central time, Wednesday, April 13, 2011, fees increase \$80.

Registration Hours

Meeting material will be distributed at the MLA Registration Desk located at the Minneapolis Convention Center.

Thursday, May 12	4:00 p.m.–7:00 p.m.
Friday, May 13	7:00 a.m.–7:00 p.m.
Saturday, May 14	7:00 a.m.–7:30 p.m.
Sunday, May 15	7:00 a.m.–5:00 p.m.
Monday, May 16	7:00 a.m.–5:00 p.m.
Tuesday, May 17	7:00 a.m.–5:00 p.m.
Wednesday, May 18	7:00 a.m.–10:30 a.m. and noon–1:00 p.m.

Payment

Payment must accompany your registration. You may pay by check (payable to MLA), money order, Visa, MasterCard, American Express, or Discover. 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 would like to be invoiced, you must include a purchase order with your registration. Payments not received by June 20, 2011, will be charged an \$80 late fee.

FEDLINK Payment

If you have an existing FEDLINK Training account that you want MLA to bill, check the appropriate box on the registration form and enter your account information. Registration is subject to payment confirmation by FEDLINK. For questions regarding your FEDLINK account, please contact Elinda Deans at 202.707.4848.

Package A: Inclusive

Includes admission to all sessions, exhibits, the Welcome Reception, the Awards Ceremony and Luncheon, and the meeting reception. This package provides the best value.

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, indicate the day you wish to attend.

Package D: Individual e-Conference

Members who cannot travel to the meeting can still be part of the meeting community via online access.

Package E: Institutional e-Conference License

Institutional Members: \$500
Non-MLA Institutional Members: \$750
Go to MLANET for the site license form.

Exhibits-only

Exhibits-only allows entry only to the Hall of Exhibits from Sunday to Tuesday for spouses, significant others, and persons working outside the profession. It does not provide admission to the Saturday Welcome Reception, plenary sessions, or meeting programming or access to online meeting content. Exhibit-only passes are sold onsite at the MLA Registration Desk for \$10.

Travel Information

Located in nearly the geographic center of North America, Minneapolis/St. Paul is more centrally located than any US city. Most major North American cities are within four hours by air. All prices listed below are subject to change.

AMTRAK TRAIN DEPOT

The Twin Cities Amtrak depot is centrally located between Minneapolis and St. Paul. Amtrak serves all of the United States and Toronto and Montreal in Canada.

MINNEAPOLIS/ST. PAUL INTERNATIONAL AIRPORT

The international airport is located twelve miles, or fifteen minutes, from downtown Minneapolis. The city is served by nine major regional carriers offering nonstop or direct service in less than two and a half hours from most US cities: Air Canada, America West, American Airlines, Continental Airlines, Delta Airlines, KLM Royal Dutch Airlines, Southwest Airlines, Sun Country Airlines, TWA, United Airlines, US Airways, and Vanguard Airlines.

SuperShuttle

SuperShuttle of Minneapolis/St. Paul provides an opportunity to save money and time when you arrive in Minneapolis. SuperShuttle service provides convenient, reliable, and economical transportation between the airport and all major hotels, with departures from the airport every 30 minutes and from major hotels every half hour. The cost is \$16 one-way and \$28 round-trip. No reservation is needed. A professionally staffed SuperShuttle desk is located on the right side of the ground transportation center, one level below baggage claim.

SuperShuttle is offering MLA attendees a discount on SuperShuttle and ExecuCar MSP airport transfers! The online group discount code is 36AWG (valid for travel May 7–22, 2011). To receive the group's discounted rate, make your round-trip reservation at <https://www.supershuttle.com/default.aspx?GC=36AWG>.

People who need accessible service must make a reservation by calling 612.827.7777 or 800.BLUEVAN (258.3826). Reservations must be made one day in advance.

Taxis: Airport and Downtown

The one-way fare from the airport to downtown Minneapolis is approximately \$35, and the ride is approximately 15–20 minutes long. A taxi can be hailed from your hotel within minutes. For fast, efficient service, call one of the following companies.

Airport Taxi: 952.928.0000

Blue & White: 612.333.3333

Suburban/Green & White: 612.522.2222

Rainbow Taxi: 612.332.1615

Red & White Taxi: 612.871.1600

Yellow Taxi: 612.824.4444

Car Rental

Major car rental companies (Alamo, Avis, Enterprise, and Hertz) have pick-up and drop-off points at the Minneapolis/St. Paul International Airport.

DOWNTOWN BUS ZONE

Getting to and from your hotel, the Minneapolis Convention Center, and most of downtown's major shopping and restaurant locations is easy. Pay no fare on buses marked "Free Ride" while traveling on Nicollet Mall. Look for free-ride buses at the stations every 10 minutes from 7:00 a.m.–7:00 p.m. on weekdays and every 15–30 minutes on evenings and weekends. Other buses cost 50¢ if you are traveling within the downtown zone. If you have questions about a Metro Transit route or schedule, contact Metro Transit at 612.373.3333. Look for a Metro Transit bus shelter or bus stop and catch a ride!

LIGHT RAIL



Zoom around town on the Hiawatha Light Rail! Electrically powered rail cars bring transportation on tracks back to Minneapolis for the first time in fifty years (when the last streetcar was operational)!

Getting around Minneapolis is a breeze with 17 rail stations between the entertainment-packed Warehouse District in downtown Minneapolis and the shopper's paradise, Mall of America in Bloomington. With stops at the Minneapolis/St. Paul International Airport, Historic Fort Snelling, restaurants along Hiawatha Avenue, the Hubert H. Humphrey Metrodome, and various locations along 5th Street in downtown, the Hiawatha Line can provide a full day of entertainment and still get you to the airport on time!

Metro Transit bus routes connect with light rail stations. Transfers between bus and rail are valid if used within 150 minutes. Train fares are \$1.75 (non-rush hour) or \$2.25 (rush hour, weekdays 6:00 a.m.–9:00 a.m. and 3:00 p.m.–6:30 p.m.). Visit Metro Transit's website at www.metrotransit.org/light-rail.aspx.

Hotels

Support MLA by booking your reservations under the MLA room block at the Hilton Minneapolis or the Hyatt Regency Minneapolis. MLA has negotiated a block of rooms at special discounted room rates. Your patronage of these meeting hotels makes it possible for MLA to secure the space necessary for this event at a greatly reduced cost. The hotels not only offer discounted rates and the best networking opportunities, but staying in the group blocks helps the association meet its contractual obligation to the hotels, avoid penalties, and keep meeting registration prices down. We thank you in advance for your support.

HEADQUARTERS HOTEL: HILTON MINNEAPOLIS

(located next door to the Minneapolis Convention Center and connected via Skyway)

1001 Marquette Avenue South
Minneapolis, MN 55403-2440
Tel: 612.376.1000
Fax: 612.397.4875

Call-in reservations: Attendees can call in to book their reservation by calling 888.933.5363 and asking for the Medical Library Association Meeting or giving the **group code "MLA."**



Online reservations: Attendees can book online via www.hilton.com/en/hi/groups/personalized/M/MSPMHHH-MLA-20110510/index.jhtml?WT.mc_id=POG. (Smart phone quick response code to online registration at left.)

Guarantee: Attendees will need a valid credit card to make the reservation. Cards are used for guarantee only and will not be charged until arrival or no-show.

Cancellation: 24 hours prior to arrival

Reservations must be made by April 13, 2011, to receive the below rates.

Rates (include complimentary Internet access for guestrooms in the MLA block):

Single/Double: \$174 (plus tax)

Triple: \$194 (plus tax)

Quad: \$214 (plus tax)

Executive Level Single/Double: \$204

Check-in time: 3:00 p.m.

Check-out time: noon

Self parking: \$13 (subject to change), 11th Street and 2nd Avenue

Valet parking: \$23 (subject to change), valet at front drive

HYATT REGENCY MINNEAPOLIS

1300 Nicollet Mall
Minneapolis, MN 55403
Tel: 612.370.1234
Fax: 612.370.1463

Call-in reservations: Attendees can call in to book their reservation by calling 888.421.1442 or 402.592.6464 and asking for the Medical Library Association Meeting or giving the **group code "MLA."**



Online reservations: Attendees may book online via https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=3097203. (Smart phone quick response code to online registration at left.)

Guarantee: Attendees will need a valid credit card to make the reservation. Cards are used for guarantee only and will not be charged until arrival or no-show.

Cancellation: 24 hours prior to arrival

Reservations must be made by April 20, 2011, to receive the below rates.

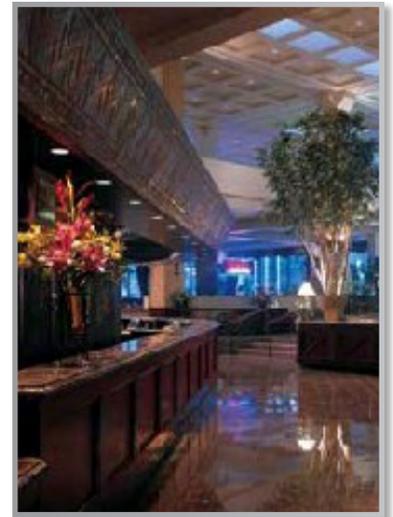
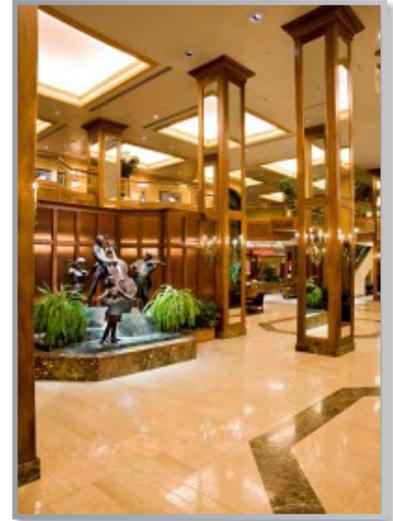
Single/Double: \$199 (plus tax)

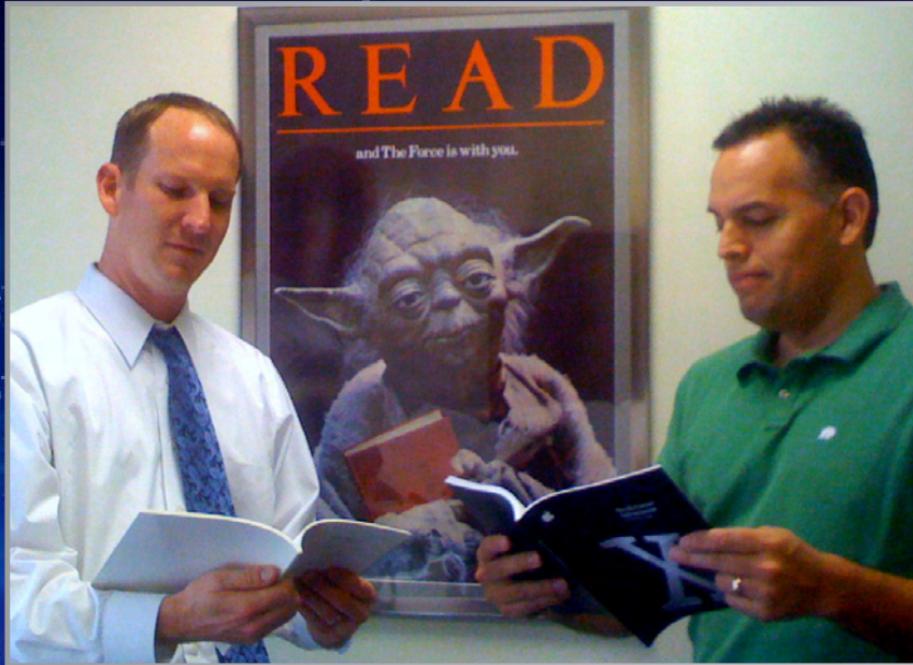
Triple: \$224 (plus tax)

Quad: \$249 (plus tax)

Self parking: \$17 per 24-hour period (subject to change), includes in/out privileges

Valet parking: \$28 per 24-hour period (subject to change)





Yoda: The dark side clouds everything. Impossible to see the future is.

Gabe and Bart, NPC cochairs:

Rethink the dark side, register for MLA '11. It is your destiny.
With our combined strength, we can bring order to the health information galaxy.