

Cyberlaw • Intellectual Property

E-books • Ideas

Networking • Benchmarking

Public Service • Leadership • Consumer Health

Collaborative Strategies • Public Health

Virtual Reference • Electronic Resources

Publishing Paradigms • Copyright

Genomics • Mentoring • PDAs

Annual Meeting and Exhibition Preliminary Program

Medical Library Association
May 2-7, 2003
San Diego, California
www.mlanet.org

MLA MEDICAL LIBRARY
ASSOCIATION
65 East Wacker Place • Suite 1900
Chicago, Illinois 60601-7298

FIRST CLASS
U.S. POSTAGE
PAID
PERMIT #445
NORTHBROOK, IL



An Invitation to Attend



Welcome to San Diego: Come Catch the Wave!

The 2003 National Program Committee invites you to hang-ten with your fellow surfers. As MLA President Linda A. Watson, AHIP, said in her 2002/03 inaugural address, librarians need to be "extreme," taking new paths to providing quality health care information and services. Member contributions and vendor exhibits will showcase innovative approaches and strategies to meet the turbulent waves of the future.

The John P. McGovern Lecture, which opens the meeting, will be delivered by Lawrence Lessig, J.D., a Stanford law professor recognized nationally for his knowledge of intellectual property and his ability to guide the novice and the expert through the maze of copyright and fair use. The contributed paper and poster sessions include the new publishing paradigm; library exhibits; equitable access to information; forecasts of technology trends; services and information needs for underserved health professionals; outreach services for at-risk, underserved consumer populations; and creative uses of new technologies. The annual meeting will conclude with a half-day session on mentoring with Karen Garman, Ph.D., as the plenary speaker. This session is the first joint chapter and section programming effort at an annual meeting.

In addition, the Town and Country Resort & Convention Center lends itself to outside, unstructured activities. We hope you will take advantage of the site's informal atmosphere and casual dress code to share your knowledge and experience with colleagues. We have planned a number of new venues for idea exchanges. Xtreme Rides will feature presentations and discussions on late-breaking topics. Informal California Chats will be predinner, poolside discussions on a variety of issues that surface during the meeting.

San Diego (sandiego.org) is also a wonderful city to visit with your family. SeaWorld, the San Diego Wild Animal Park, the San Diego Zoo, Old Town, and even Tijuana, Mexico, are close enough for a day trip.

Cowabunga! See you in San Diego!

—Gail A. Yokote, AHIP, (top, right)
and Ysabel Bertolucci, AHIP (top, left),
2003 National Program
Committee Cochairs



The 2003 National Program Committee will debut PDA kiosks and informal chats at this year's meeting.



The Medical Library Association is a nonprofit, educational organization of more than 1,100 institutions and 3,600 individual members in the health sciences information field, committed to educating health information professionals, supporting health information research, promoting access to the world's health sciences information, and working to ensure that the best health information is available to all.

Medical Library Association

65 E. Wacker Place, Suite 1900
Chicago, IL 60601-7298
312.419.9094
Fax, 312.419.8950
Email, info@mlahq.org
Website, www.mlanet.org

Contents

- 6 Schedule of events
- 7 Featured speakers
- 8 Sponsors
- 9 Special events
- 11 Hall of exhibits
- 12 Continuing-education courses
- 18 Section-sponsored programs
- 23 Informal meetings
- 23 Itinerary builder
- 24 Travel
- 24 Placement service
- 25 How to register
- 26 Registration form
- 27 Membership application
- 28 Hotel registration

Schedule of Events

Friday, May 2

CE Courses
8 A.M.–5 P.M.
 MLA Board of Directors Meeting
9 A.M.–5 P.M.

Credentialing Committee
5 P.M.–10 P.M.

Saturday, May 3

8 A.M.
 Chapter Council (8 A.M.–4 P.M.)
 Committee Meetings (8 A.M.–5 P.M.)
 CE Courses (8 A.M.–5 P.M.)

9 A.M.
 Welcome to MLA '03/ Presidential Address (9 A.M.–10 A.M.)

10 A.M.
 Plenary 1: McGovern Lecture (10:30 A.M. –NOON)

NOON
 Section Council (NOON–4 P.M.)

1 P.M.
 Exhibits Open (NOON–5 P.M.)

2 P.M.
 Chapter Council Presents Sharing Roundtables (NOON–2 P.M.)
 Exhibits Open (NOON–5 P.M.)

3 P.M.
 Break* (3:30 P.M.–4 P.M.)

4 P.M.
 New Leaders Tea (4:15 P.M.–4:45 P.M.)
 Section/Chapter Leaders (4:45 P.M.–5:15 P.M.)

5 P.M.
 Welcome Reception and Opening of Hall of Exhibits (5:45 P.M.–7:45 P.M.)

7 P.M.
 Friends of the NLM (7 P.M.–9 P.M.)

Sunday, May 4

7 A.M.

Committee Meetings (7 A.M.–9 A.M.)
 New Members Breakfast (7:30 A.M.–9 A.M.)
 Section Business 1 (7:30 A.M.–9 A.M.)

Welcome to MLA '03/ Presidential Address (9 A.M.–10 A.M.)

Plenary 1: McGovern Lecture (10:30 A.M. –NOON)

Chapter Council Presents Sharing Roundtables (NOON–2 P.M.)
 Exhibits Open (NOON–5 P.M.)

Break* (3:30 P.M.–4 P.M.)

Section Program 1 (4 P.M.–5:30 P.M.)
 SIG/Informal Meetings 1 (4 P.M.–5:30 P.M.)
 California Chats 1 (4 P.M.–6 P.M.)

International Visitors Reception (5:30 P.M.–6:30 P.M.)
 Library School Reunion (5:30 P.M.–6:30 P.M.)

Friends of the NLM (7 P.M.–9 P.M.)

Monday, May 5

Committee Meetings (7 A.M.–9 A.M.)
 Sunrise Seminars (7 A.M.–8:15 A.M.)
 Xtreme Rides 1 (7 A.M.–9 A.M.)
 Section Business 2 (7 A.M.–9 A.M.)

Section CE Chairs (8 A.M.–9 A.M.)

Plenary 2: Janet Doe Lecture (9 A.M.–10 A.M.)

Break* (10 A.M.–10:30 A.M.)
 MLA Business Meeting and Awards Ceremony (10:30 A.M. –12:30 P.M.)
 Exhibits Open (10 A.M. –NOON)

Awards Celebration Luncheon (12:30 P.M.–2 P.M.)

Exhibits Open (1:45 P.M.–5 P.M.)

Poster Sessions, Odd # (2 P.M.–3:30 P.M.)
 SIG/Informal Meetings 2 (2 P.M.–3 P.M.)

Break* (3 P.M.–3:30 P.M.)
 Section Program 2 (3:30 P.M.–5 P.M.)
 Xtreme Rides 2 (3:30 P.M.–5 P.M.)

California Chats 2 (4 P.M.–6 P.M.)

Section Business 3 (5 P.M.–6:30 P.M.)
 Hospital Libraries Section Event (5 P.M.–6:30 P.M.)

Tuesday, May 6

Committee Meetings (7 A.M.–9 A.M.)
 Sunrise Seminars (7 A.M.–8:15 A.M.)
 Xtreme Rides 3 (7 A.M.–9 A.M.)
 Section Business 4 (7 A.M.–9 A.M.)

Chapter CE Chairs (8 A.M.–9 A.M.)

Presidential Inaugural Address and MLA '04 Invitation (9 A.M.–10 A.M.)

Break* (10 A.M.–10:30 A.M.)
 Exhibits Open (10 A.M.–3 P.M.)
 Plenary 3: Leiter Lecture (10:30 A.M. –11:30 A.M.)

NLM Update (1:30 P.M.–2:30 P.M.)

Section Program 3 (3 P.M.–4:30 P.M.)
 SIG/Informal Meetings 3 (3 P.M.–4:30 P.M.)
 Legislative Update (3 P.M.–4 P.M.)

Section Business 5 (4:30 P.M.–6 P.M.)

MLA Reception (7 P.M.–10 P.M.)

Wednesday, May 7

Committee Meetings (7 A.M.–9 A.M.)
 SIG/Informal Meetings 4 (7 A.M.–9 A.M.)
 Xtreme Rides 4 (7 A.M.–9 A.M.)

Plenary 4: Mentoring Program (9 A.M.–NOON)

MLA Board of Directors (NOON–1:30 P.M.)

CE Courses (1 P.M.–5 P.M.)
 CE Committee (1:30 P.M.–5 P.M.)
 Section Council (1:30 P.M.–3:30 P.M.)

Thursday, May 8

CE Committee
9 A.M.–5 P.M.

*Breaks in Hall of Exhibits.

Note: Please consult www.mlanet.org and the *Official Program* for final details.

Featured Speakers

Sunday, May 4, 10:30 A.M.–NOON

Plenary Session 1



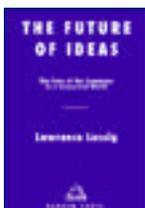
John P. McGovern Lecture

Lawrence Lessig, J.D.

Sponsored in part by Swets Blackwell

Lawrence Lessig, J.D. (cyberlaw.stanford.edu/lessig/), Stanford law professor and founder of the Stanford Center for Internet and Society, will be the John P. McGovern lecturer. Author of two critically acclaimed books, *Code and*

Other Laws of Cyberspace (Basic Books) and *The Future of Ideas* (Bantam Books), he is considered one of the country's leading experts on copyright, technology, and the Constitution. An example of his work is the *Eldred v. Ashcroft* Supreme Court case, which challenges the Sonny Bono Copyright Term Extension Act of 1998. He is also involved in the development of Creative Commons (creativecommons.org), which promotes the innovative reuse of intellectual works, starting with the offering of copyright licenses free of charge to the public. He has recently begun writing a bimonthly column for *Red Herring*, titled "Codification."



Prior to joining the Stanford Law faculty, he was the Berkman professor of law at Harvard Law School, a fellow at the Wissenschaftskolleg zu Berlin, and a professor at the University of Chicago Law School. He earned a bachelor's degree in economics and a bachelor's degree in management from the University of Pennsylvania, a master's degree in philosophy from the University of Cambridge, and a doctor of law from Yale University.

Monday, May 5, 9:00 A.M.–10:00 A.M.

Plenary Session 2



The Janet Doe Lecture

Frieda O. Weise

Frieda O. Weise is executive director of the Health Sciences and Human Services Library at the University of Maryland–Baltimore. She is also director of the Southeastern Atlantic Regional Medical Library, Region 4, of the National Networks of Libraries of Medicine. In

her thirty-year career in medical librarianship, she has served as chair of the MLA 1998 National Program Committee, as treasurer of the MLA Board of Directors (1988–91), as MLA president (1999/2000), and has served on numerous task forces and committees.

Weise began her career as a documents librarian with an interest in sources of health statistics and went on to publish the classic reference book, *Health Statistics: A Guide to Information Sources*. She has recently published in other areas as well, such as planning library buildings. While working at the National Library of Medicine early in her career, she took an interest in public services and followed that career path. She has developed wide-ranging interests throughout her career, including the evolving role of medical librarians, libraries and computer centers, and library buildings in the twenty-first century.

Tuesday, May 6, 10:30 A.M.–11:30 A.M.

Plenary Session 3



The Joseph Leiter NLM/MLA Lecture

Roz Diane Lasker, M.D.

Roz Diane Lasker, M.D., has spent her professional life at the interface of medicine, public health, and health policy. Currently, she directs the Division of Public Health and the Center for the Advancement of Collaborative Strategies in Health at the New York Academy of Medicine (www.cacsh.org). She is also a clinical professor of public health in the

Division of Health Policy and Management at the Joseph L. Mailman School of Public Health of Columbia University. Known for the multidisciplinary study, *Medicine & Public Health: The Power of Collaboration*, her work currently focuses on how broadly participatory collaborative processes strengthen the ability of communities to identify, understand, and solve complex problems. The center's new Web-based Partnership Self-Assessment Tool (www.partnershiptool.net) reflects her commitment to putting research to practical use.

Prior to joining the New York Academy of Medicine, Lasker served as deputy assistant secretary for health (Policy Development) in the U.S. Department of Health and Human Services, where she received the John W. Gardner Award for excellence and outstanding achievement in public policy, population health, and public service. From 1987 to 1993, she served as principal policy analyst for the Physician Payment Review Commission. Over the last fifteen years, she has written extensively on health policy and collaborative problem solving and has given hundreds of presentations to a broad spectrum of professional and community audiences. She has also participated in numerous international activities related to health system reform.

Before moving to health policy, she was on the faculty of the University of Vermont College of Medicine, where she received the Teacher of the Year Award. Trained in endocrinology at the National Institutes of Health, she is an alumna of the University of Pittsburgh School of Medicine, Cornell University, and the High School of Music and Art in New York City.

continued next page

Wednesday, May 7, 2003, 9:00 A.M.—NOON

Plenary Session 4



Karen Garman, Ph.D.

Mentoring: Sharing Experiences for Professional Growth

Karen Garman, Ph.D.
Sue Trombley
Ruth Holst, AHIP
Rick B. Forsman, AHIP

Sponsored by the MLA Joint Section/Chapter Councils Committee for MLA '03

Mentoring has become a national movement in business and industry as organizations strive to ensure recruitment, retention, and productivity of talented employees. The program will explore ways to develop, implement, and maintain mentoring activities in the association.

To set the stage, consultant Karen Garman, Ph.D., will provide an overview of mentoring. Dr. Garman is a nationally recognized speaker and consultant who specializes in the fields of mentoring, health care education, leadership, and performance. For more than twenty years, she has worked with both private and public health care organizations in instructional design, leadership development, and program delivery. Dr. Garman is also an associate adjunct

professor at the University of California—San Diego School of Medicine’s National Center of Leadership in Academic Medicine and clinical associate professor at the University of Southern California Keck School of Medicine, where she teaches and publishes the importance of professional development for health care providers.

To further encourage a mentoring mindset, a distinguished panel of speakers will be on hand. Sue Trombley, 1999 graduate of the University of Arizona—Tuscon’s School of Information Resources and Library Science, is currently employed in the university’s Health Sciences Library. Ruth Holst, AHIP, former hospital librarian and current MLA Board member, is the associate director of the National Network of Libraries of Medicine Greater Midwest Region based at the Health Sciences Library of the University of Illinois—Chicago. Rick B. Forsman, AHIP, is director of the Denison Memorial Library of the University of Colorado Health Sciences Center—Denver.

A town meeting will cap off the program and provide the opportunity to express opinions, to offer ideas and thoughts, and to ask questions about the process of mentoring. The mentoring activities of MLA sections, chapters, and other professional associations will also be discussed. To prepare attendees for the town meeting, a bibliography of mentoring resources will be posted at www.mlanet.org/am/am2003/. An email address will be available to post suggestions, comments, and questions.

MLA '03 Sponsors

MLA gratefully acknowledges the generous financial support of the following MLA '03 annual meeting sponsors.

- Annual Reviews
AvantGo
Clarinet Systems, Inc.
divine, inc.
EBSCO Information Services
Elsevier Science
ISI ResearchSoft
J. A. Majors Co.
Matthews Medical Books
Ovid Technologies
Rittenhouse Book Distributors
Swets Blackwell
Thomson ISI
Thomson/PDR
YBP Library Services

As of November 15, 2002



Photos courtesy of San Diego Convention and Visitors Bureau.

Special Events

California Chats—NEW

**Sunday May 4 and Monday, May 5,
4:00 P.M.–6:00 P.M.**

Consult the Official Program and daily newsletter for up-to-date information concerning topics, and locations.

Ever wish to talk to colleagues during MLA annual meetings about current library or MLA issues, specific products, or services? The Town and Country Resort & Convention Center provides excellent opportunities for informal chats at poolside and other refreshment venues. California Chats are ideally suited for comparing notes and techniques and meeting fellow information surfers.

Highlights

Awards Celebration Luncheon

Monday, May 5, 12:30 P.M.–2:00 P.M.

One ticket to the luncheon is included with inclusive registration. Purchase additional tickets on the Registration Form on page 26.

Attend one of the most prestigious awards events in the profession to honor the best and brightest in health information sciences.

MLA Reception

Tuesday, May 6, 7:00 P.M.–10:00 P.M.

One ticket to the reception is included with inclusive registration. Purchase additional tickets on the Registration Form on page 26.

A Sea of Words and Oceans of Music!

Surf's up and it's time to party! Join Barbara Ann and dance, dance, dance to the Good Vibrations of the surfin' sounds of the '60s; enjoy the humor of "verbivore" Richard Lederer, Ph.D., a.k.a., "Attila the Pun" and "Conan the Grammarian," author, teacher, and broadcaster; and, of course, eat. The poolside MLA '03 closing reception will have something for everyone, so dress in your best '60s casual look and bring your swimsuit if you dare!

Chapter Council Presents Sharing Roundtables

Sunday, May 4, NOON–2:00 P.M.

Ticketed event. Register by topic number at right on page 26.

Chapter Council Presents Sharing Roundtables is networking at its best. 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 and business. All registrants are encouraged to attend.



Photo courtesy of San Diego Convention and Visitors Bureau (James Blank).

Welcome Reception and Opening of Hall of Exhibits

Saturday, May 3, 5:45 P.M.–7:45 P.M.

One ticket to the reception is included with inclusive and conference-only registration. Purchase additional tickets on the Registration Form on page 26.

The welcome reception and official opening of the Hall of Exhibits is the perfect opportunity to meet with friends and take a festive tour of the exhibits, while enjoying great food, drinks, and conversation.

Consult the MLA '03 Website
www.mlanet.org/am/am2003/
for up to the minute details.

Facilitators will be at each table to initiate discussion and encourage participants to share their ideas, experiences, and concerns. Registration will be accepted up to the event, but register early to ensure you are assigned to the table topic of your choice. **A lunch ticket is required and costs \$28.** Registration without a topic number cannot be processed, and lunch must be purchased.

If you would like to share your skills and expertise as a facilitator or a recorder, please email Ginny DuPont, chair, Chapter Council Roundtables Committee, Department of Veterans Affairs, Washington, DC, at [ginny.dupont@hq.med.va.gov](mailto:gabby.dupont@hq.med.va.gov).

- 1 Archives—Traditional and Electronic
- 2 Benchmarking
- 3 Bioterrorism—Library Issues
- 4 Chairs and Incoming Chairs
- 5 Consortia Purchasing for Hospitals
- 6 Consumer Health
- 7 Copyright Issues with Ejournals and Ebooks
- 8 Distance Education
- 9 Electronic Fund Transfer System
- 10 Electronic Document Delivery
- 11 Electronic Journals
- 12 Evidence-Based Medicine
- 13 Finance and Treasurers
- 14 Governmental Relations
- 15 Health Literacy
- 16 Informationists
- 17 License Negotiation
- 18 PubMed LinkOut Program
- 19 Marketing and Public Relations
- 20 Mentoring
- 21 One-Person and One-Librarian Libraries
- 22 PDAs—Beginning Users
- 23 PDAs—Experienced Users
- 24 Recruiting for the Profession
- 25 Retirement Planning
- 26 Salaries
- 27 Strategic Planning
- 28 Technology Issues for Hospital Librarians
- 29 Virtual Reference Services
- 30 Web Managers

continued next page

Colleague Connection

This popular networking program, sponsored by MLA's Membership Committee, pairs a new member or first-time attendee with an experienced member. Initial contacts made through Colleague Connection can lead to life-long friendships. If you would like to participate, please contact Beverly Bradley, 312.419.9094 x13, mlams2@mlahq.org by **April 14, 2003**. Indicate whether you want to be paired with an experienced member or want to help a new colleague.

Friends of the National Library of Medicine Reception

Sunday, May 4, 7:00 P.M.—9:00 P.M.

Hang ten and join the Friends of the National Library of Medicine at our annual blast. Beach balls, sand dunes, and surfboards will be the theme for food, fun, and frolicking. Purchase tickets on the Registration Form on page 26.

Hospital Libraries Section Connection Reception

Monday, May 5, 5:00 P.M.—6:30 P.M.

This combined business meeting and reception encourages hospital librarians to meet section leaders and to network with each other. It is a great opportunity for attendees to learn more about hospital librarianship and the section. Award winners will be introduced and HLS program speakers will be available. Refreshments will be provided.



Find information on SeaWorld San Diego at www.seaworld.com. Photos courtesy of San Diego Convention and Visitors Bureau.

International Visitors Reception

Sunday, May 4, 5:30 P.M.—6:30 P.M.

Sponsored in part by EBSCO

All international visitors are invited to a special welcome reception and orientation session. The 2003 National Program Committee, MLA Board of Directors, International Cooperation Section, and headquarters staff will be on hand to answer questions about MLA '03.

Legislative Update

Tuesday, May 6, 3:00 P.M.—4:00 P.M.

Join the Governmental Relations Committee for an update on legislation in progress and related MLA activities. Learn how legislative issues such as the USA Patriot Act affect the way librarians provide information and information services.

Majors 15th Annual Walk for Fun

Sunday, May 4, 6:30 A.M.—8:00 A.M.

MLA Connection Booth

Saturday, May 3, NOON—7:30 P.M.

Sunday, May 4, 8:30 A.M.—5:00 P.M.

Monday, May 5, 8:30 A.M.—NOON, 2:00 P.M.—5:00 P.M.

Tuesday, May 6, 8:30 A.M.—4:00 P.M.

A one-stop-shop for all things MLA, the booth contains the store, where all proceeds benefit MLA grant and scholarship funds; MLA publications at special meeting rates; access to MLANET; and MLA's newest programs and services, as well as the MLA public relations material Swap 'n Shop.

New Members/First-Time Attendees Breakfast

Sunday, May 4, 7:30 A.M.—9:00 A.M.

MLA's Membership Committee welcomes new members and those attending an MLA annual meeting for the first time to a special welcome orientation and breakfast reception. Meet association officers, other MLA members, and headquarters staff; then join us at 9:00 A.M. for the official Welcome to MLA '03!

Open Forums

Sunday, May 4, 2:30 P.M.—3:30 P.M.

Tentative topics:

-  Electronic Journal Pricing
-  Better Salaries

Placement Service

HOURS

Sunday, May 4, 9:30 A.M.—4:00 P.M.

Monday—Tuesday, May 5—6, 8:00 A.M.—5:00 P.M.

Wednesday, May 7, 8:00 A.M.—1:00 P.M.

MLA '03 provides an informal rendezvous for job seekers and employers. Whether you are seeking an entry-level position, an opportunity for advancement, a change of scenery, or a highly qualified employee, we encourage you to take advantage of the Placement Service. Individual job seekers and employers must register with the Placement Service by completing the forms available at www.mlanet.org/am/am2003/ or requesting a form by calling 312.419.9094 x13. All forms will be accepted whether or not you are able to attend MLA '03; only employers are assessed fees for participating.

Please send placement forms, separated from your meeting registration forms, to MLA '03 Placement Service, 65 East Wacker Place, Suite 1900, Chicago, IL, 60601-7298. To index job and applicant forms, we must receive them by **April 2, 2003**. Go to page 24 for further instructions.

Sunrise Seminars

Monday, May 5, 7:00 A.M.—8:15 A.M.

Tuesday, May 6, 7:00 A.M.—8:15 A.M.

These popular exhibitor-sponsored and exhibitor-produced educational workshops allow demonstrations of the newest products and services. Start your day in an upbeat way by participating in these informative and interesting programs.

In the Hall of Exhibits

HOURS

Saturday, May 3, 5:45 P.M.–7:45 P.M.

Sunday, May 4, NOON–5:00 P.M.

Monday, May 5, 10:00 A.M.–NOON, 1:45 P.M.–5:00 P.M.

Tuesday, May 6, 10:00 A.M.–3:00 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 that you allow six hours during the four-day meeting for walking through the Hall of Exhibits.

Internet Café

Friday, May 2, through Wednesday, May 7

Sponsored in part by Elsevier Science

The MLA '03 Internet Center is a mini-network of computers that provides convenient Internet access and demonstrations for meeting participants. With knowledgeable colleagues on hand to assist you, you can learn about the wide range of information resources available through the power of global networking. Telnet and a few different graphical email applications will be available on the computers, so you can access your email. To access your offsite email, bring the name and, if possible, the Internet service provider (ISP) number of your host (mail server) and your MLA user name and password.

Learning Center

Hall of Exhibits Hours

Organized and staffed by members of the MLA Educational Media and Technologies Section, the Learning Center offers numerous computer-based instruction programs for review that are either new programs or programs that have been recently updated. It is also equipped with VCRs and televisions for reviewing newly released videotapes.

PDA Beaming Kiosks—NEW

Hall of Exhibits Hours

Sponsored in part by Clarinet Systems and J. A. Majors Co.

Kiosks for beaming to personal digital assistants (PDAs) will be available to download the daily newsletter, restaurant guide, exhibit information, and much more. Vendors have been encouraged to provide information regarding PDA-formatted content and services in their booths.

Poster Sessions

Sunday, May 4, 2:30 P.M.–4:00 P.M. (even numbered posters)

Monday, May 5, 2:00 P.M.–3:30 P.M. (odd numbered posters)

Attend the Poster Sessions and learn best practices that have been field-tested by health information professionals. Both print poster and interactive computer demonstrations are part of the event.

Presenters will staff the session from 2:30 P.M.–4:00 P.M. on Sunday and 2:00 P.M.–3:30 P.M. on Monday to answer questions and describe their work. Print posters will be left up for display through Tuesday afternoon.

Technology Pavilion—NEW

Hall of Exhibits Hours

This new feature allows vendors to demonstrate their products in a theater-style arrangement with seating for about twenty. Attendees will see hands-on demonstrations of great products in action during exhibit hours. Check the daily newsletter for the schedule of demonstrations.

Xtreme Rides—NEW

Monday, May 5, 7:00 A.M.–9:00 A.M., 3:30 P.M.–5:00 P.M.

Tuesday, May 6, 7:00 A.M.–9:00 A.M.

Wednesday, May 7, 7:00 A.M.–9:00 A.M.

Extreme librarians, ripping the waves, will have the opportunity to share their experiences with issues on the crest of the wave. In these early morning or afternoon gatherings, MLA members can learn from these "toes-on-the-nose" experiences. Fast-tracked papers will be selected to get a grommet group stoked and debating. There will be approximately five different groups from which to choose. This is an opportunity to determine whether these librarian surfers will make the wave or get pitched before trying the ride yourself.

Exhibitor List

The following is a partial list of organizations scheduled to demonstrate the latest products and services for health information professionals.

American Health Information Management Association (AHIMA) • American Academy of Pediatrics • Annual Reviews • Bentham Science Publishing • BioMed Central • BIOSIS • BMJ Publishing Group • CABI Publishing • Cinahl Information Systems • CISTI—Canada Institute for Scientific and Technical Information • Copyright Clearance Center • CyberTools • divine/Faxon Library Services • Elsevier Science • Endeavor Information Systems • EOS International • Ex Libris (USA) • Facts and Comparisons • Gale Group • GoPrint Systems • HARRASSOWITZ Booksellers and Subscription Agents • Humana Press • InfoPOEMS (distributed by Hospital Reps) • ISI • Alfred Jaeger • *The Journal of Neuroscience* • Lippincott Williams & Wilkins • Majors Scientific Books • MARCIVE • Matthews Medical Books • McGraw-Hill • Medical Data Exchange • National Library of Medicine • Nature Publishing Group • Neal-Schuman Publishers • OCLC • Ovid • ProQuest Information and Learning Company • RefWorks • Rittenhouse Book Distributors • Sage Publications • Science Online (AAAS) • SIRSI Corporation • Springer-Verlag • Swets Blackwell • TDNet • Thieme Medical Publishers • Thomson/PDR • UpToDate • WebMD Professional Publishing Group • John Wiley & Sons

Continuing Education

Advance your knowledge and skills at MLA '03. Continuing-education courses are a great way to stay at the forefront of the health information profession. Registration is handled on a first-come, first-served basis, and no waiting lists are maintained. Some instructors have established a maximum attendance size, so register early by sending in your Registration Form on page 26 today. Room assignments will be listed in the *Official Program*.

For a more detailed description of each course, visit the MLANET Education Clearinghouse at www.mlanet.org/education/cech/ or www.mlanet.org/am/am2003/.

Special Course Suites



Personal Digital Assistants

These courses feature the use of personal digital assistants (PDAs) in health care, using telecommunications to make available and deliver content to anyone in the world who has been given access to the material.



Consumer Health Information Specialization Program

These courses present the latest resources and ideas in the consumer health information field.



Expert Searcher Training Initiative

These courses emphasize librarians' roles as expert searchers in health care and biomedical research.



Evidence-Based Medicine

These courses emphasize the librarians' role in the practices of evidence-based health care.



Electronic Publishing

These courses focus on aspects of the electronic publishing industry.



Hands-On Computer Courses

All hands-on computer courses will be held at the Knowledge Development Center in San Diego (an offsite facility), not at the Town and Country Resort & Convention Center. Transportation from the resort to the center will be provided. Hands-on courses are clearly marked as part of the course description.

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

CE Information

Full-day CE course: 8 hours

Six-hour CE course: 6 hours

Half-day CE course: 4 hours

Student fee, pending available space: \$50

Cancellation or course change fee: \$50 per course

Friday, May 2

Full-Day Courses, 8 A.M.–5 P.M.

200 Project Management:

From Inception to Completion

Level: Beginner+

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

Attendance Maximum: 30

Gain the knowledge needed to manage large projects that require significant planning, coordination, and leadership. Students will survey the complete range of activities that a large project may involve. Tools for managing projects, such as critical path analysis and Gantt and program evaluation and review technology (PERT) charts, will be examined. Participants will gain an understanding of the techniques used to lead a team from inception to completion of a complex project.

Instructors: Chris Dobson, president, and Carolyn Ernst, vice-president, F1 Services, Dallas, TX

300 Searching for Drug and Pharmaceutical Information Online

Level: Intermediate

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

Get an overview of major online sources for pharmacology and therapeutics information and pharmaceutical market research. Topics covered include factors in the drug development and regulatory review process as well as types of drug nomenclature and their relationship to scientific communication and effective literature searching.

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

Friday, May 2

Full-Day Courses, 8 A.M.–5 P.M. continued

500 Providing and Evaluating Electronic Full-Text Information Delivery



Level: Intermediate

Prerequisite: Participants should be librarians with Internet searching experience.

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

Attendance Maximum: 24

Direct your focus toward issues in electronic full-text information. Get acquainted with models and sources for full-text delivery of journals and textbooks. Identify sources of science, technology, and medicine (STM) full-text information and learn how to acquire them for your library. Compare aggregator versus the publisher-centric model. Discuss the relative merits of local versus remote access. Learn about various linking solutions. Become familiar with national initiatives to provide access to full text. **Instructor:** Ellen Nagle, AHIP, director, Bio-Medical Library, University of Minnesota–Minneapolis

Six-Hour Courses, 10 A.M.–5 P.M.

211 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

212 Measuring and Reporting Usage of Electronic Resources



Cost: \$310 (nonmember, \$360)

Attendance Maximum: 24

Covers practical data management and analysis tools. Emphasis will be on empowering librarians to know that anyone who masters some basic principles can effectively gather and manipulate data about electronic resources. Topics to be covered include Web server log files and log files analysis software, benchmarks, and effective tables and graphics for reports and presentations.

Instructor: Kathleen Bauer, nursing librarian, Cushing/Whitney Medical Library, Yale University, New Haven, CT

Six-Hour Courses 10 A.M.–5 P.M. continued

511 Advanced Personal Digital Assistants (PDAs) for Librarians



Level: Intermediate

Prerequisite: Participants should have a PDA.

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

Increase your knowledge of personal digital assistants (PDAs) by discussing wireless technologies, the implications of the Health Insurance Portability and Accountability Act (HIPAA) and PDA security, and the delivery of content to PDAs using the latest tools for the Palm and PocketPC. Share information with your colleagues as you engage in small group discussion of library-related issues and solutions.

Instructors: Gabriel R. Rios, assistant director, Information Services and Technology, and Andrea S. Horne, coordinator, Learning Resources Center, Claude Moore Health Sciences Library, University of Virginia Health System–Charlottesville

Half-Day Courses, 8 A.M.–NOON

223 Library Directors: Knowledge, Skills, and Career Paths

Level: Intermediate

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

Attendance Maximum: 35

Intended for librarians considering the position of director as a career objective. Issues facing academic health sciences library directors including budgets and planning, fundraising, politics, and organizational strategies will be discussed. Career paths and strategies for obtaining necessary skills will be emphasized.

Instructors: Wayne Peay, director, Eccles Health Sciences Library, University of Utah–Salt Lake City; Rick Forsman, AHIP, director, Denison Memorial Library, University of Colorado Health Sciences Center–Denver; Judith Messerle, AHIP, director, Countway Library of Medicine, Medical School, Harvard University, Boston, MA; and James Shedlock, AHIP, director, Galter Health Sciences Library, Northwestern University, Chicago, IL

321 Adventures in Public Health (Public Health 101)

Level: Beginning+

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

Attendance Maximum: 40

Learn about the field of public health through lecture and group problem-solving activities.

Instructor: Sharon Talboys, project director, Training and Education, Utah Department of Health–Salt Lake City

322 Molecular Biology and Genetics for Librarians

Level: Beginning

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

Attendance Maximum: 30

This course covers basic concepts in molecular biology and genetics, including DNA structure and function, transcription, translation, mutation, and gene therapy.

Instructor: Michele Tennant, Ph.D., AHIP, bioinformatics librarian, Health Science Center Libraries and Genetics Institute, University of Florida–Gainesville

Half-Day Courses, 1 P.M.–5 P.M.

333 Super Searcher



Level: Intermediate

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

Attendance Maximum: 24

Focus on advanced search features and the cutting edge of searching. Participants will use various search engines, compare the features and utility of each, and develop search strategies to increase the precision and scope of their searching.

Instructor: Bryan Vogh, technology coordinator, NN/LM Southeastern Atlantic Region, University of Maryland–Baltimore

334 Genomics, Proteomics, and Bioinformatics for Librarians

Level: Intermediate

Prerequisites: “Molecular Biology and Genetics for Librarians” or “Molecular Biology Information” or a basic understanding of molecular terms such as DNA, RNA, protein, transcription, translation, and mutation gained through work or other means.

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

Attendance Maximum: 30

Reinforce your vocabulary, search terminology (Medical Subject Headings) and learn about a variety of basic print and electronic resources available in the areas of genomics, proteomics, and bioinformatics.

Instructor: Michele Tennant, Ph.D., AHIP, bioinformatics librarian, Health Science Center Libraries and Genetics Institute, University of Florida–Gainesville

730 Research Methods: Overview of Vocabulary, Methodology, and Process

Prerequisites: Participants need access to the Internet and to Internet Explorer Web browser.

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

Using a combination of Web-based and live methods, this class focuses on practical aspects of research methods including unraveling research vocabulary, identifying pluses and minuses of accessible research methods, and organizing the research process. This class is uniquely designed such that the face-to-face course held at the MLA '03 will be preceded by preliminary, self-paced, Web-based instruction designed to help students gain a working vocabulary and followed by an additional design exercise allowing participants to outline a study and receive feedback from the instructor.

Note: Due to the nature of this course, registration will close on April 1, 2003. This early course-registration closing will allow all attendees the opportunity to participate in the pre-meeting, Web-based portion of the course. Although the course will only be hosted for four hours at MLA '03, attendees will receive eight MLA CE contact hours, representing their online and live course work.

Instructor: P. Zoë Stavri, Ph.D., assistant professor, Division of Medical Informatics and Outcomes Research, Oregon Health & Sciences University–Portland

continued on page 15

CE Information

Full-day CE course: 8 hours
 Six-hour CE course: 6 hours
 Half-day CE course: 4 hours
 Student fee, pending available space: \$50
 Cancellation or course change fee:
 \$50 per course

Full-Day Courses 8 A.M.–5 P.M. continued

Full-Day Courses 8 A.M.–5 P.M. continued

Saturday, May 3**Full-Day Courses, 8 A.M.–5 P.M.****141 Managing Electronic Resources and Their Licenses**

Level: Beginning+
Cost: \$260 (nonmember, \$310)
Attendance Maximum: 75

This is your chance to learn about the nature and characteristics of e-resources and the implications of those characteristics for acquiring, managing, and serving up e-resources. You will hear about considerations and choices in selection, acquisitions, and ongoing maintenance and will be exposed to license language. In addition, you will find out why you need to keep track of e-resources, what usage statistics might be coming your way, and what service planning and support you need to do to make the most effective use of the e-resources you acquire.

Instructors: Kimberly Parker, head, Electronic Collections, Library, Yale University, New Haven, CT; Jill Newby, science librarian, Science-Engineering Library, University of Arizona–Tucson; and Ivy Anderson, coordinator, Digital Acquisitions, Office for Information Systems, Library, Harvard University, Cambridge, MA

244 Benchmarking Performance

Cost: \$260 (nonmember, \$310)
Attendance Maximum: 30

Students will discover modern assessment ideas and then apply the techniques to the assessment of library services. Students will learn to establish clear and appropriate targets based on a participatory method. Specifically, they will explore performance rubrics and develop one as a class to assess a class-selected library function.

Instructor: Debra G. Warner, AHIP, library director, Regional Academic Health Center Library, and assistant library director, Valley Services, Harlingen Campus, University of Texas Health Science Center–San Antonio

245 Marketing as if Your Library Depended on It

Level: Intermediate
Cost: \$260 (nonmember, \$310)
Attendance Maximum: 50

Learn how to improve your influence with middle and upper management, use marketing to create a strategic plan, bring in new and lost customers (internal and external to your institution), collect and evaluate quantitative and descriptive data, and improve the effectiveness of promotional activities, even if you are a solo librarian.

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

345 Digging In: Hands-on Experience with the National Center for Biotechnology Information's (NCBI's) Molecular Databases

Level: Intermediate
Prerequisites: It is essential to have attended the introductory MLA courses on molecular biology listed in the MLANET description for this course. Participants must also have an understanding of the molecular biology terms noted in the MLANET description.
Cost: \$360 (nonmember, \$410)
Attendance Maximum: 24

This sequel to the eight-hour MLA CE course "Molecular Biology Information Resources" leads participants through a series of hands-on exercises using a core set of National Center for Biotechnology Information resources. In addition to reinforcing Entrez and BLAST search skills, it provides experience with LocusLink, Cn3D (the three-dimensional protein structure viewer), and the Map Viewer for complete genomes. Participants will understand the scope of each resource through firsthand experience and will be able to identify the types of questions it can be used to answer. A "user questions grab bag" at the end of the day will be used to evaluate and reinforce participants' skills in answering actual user questions with the resources used in class.

Instructor: Renata Geer, technical information specialist, National Center for Biotechnology Information, NLM, Bethesda, MD

346 Providing Health Information Resources and Services in Other Languages

Level: Beginning+
Prerequisites: Participants should be familiar with search engines and use of the Internet to find health information.
Cost: \$360 (nonmember, \$410)
Attendance Maximum: 24

The ability to provide culturally and linguistically appropriate health information resources and services is an increasingly important skill for librarians. Participants will walk away with knowledge of how to find information for patrons whose primary language is not English, as well as resources and tools for the health care providers who care for them.

Instructors: Kristine M. Alpi, AHIP, library manager, Public Health Library, New York City Department of Health and Mental Hygiene, New York, NY; Barbara M. Bibbel, reference librarian, Oakland Public Library, Berkeley, CA; and Tanya T. Feddern, AHIP, Louis Calder Memorial Library, University of Miami School of Medicine, Miami, FL

347 Essentials of Database Searching

Level: Beginning
Prerequisite: Familiarity with Medical Subject Headings (MeSH) or other controlled vocabulary is helpful to participants but not required.
Cost: \$260 (nonmember, \$310)
Attendance Maximum: 30

What are the steps to efficient database searching? How do you build a successful search strategy? Pre-explosions, floating subheadings, recall and relevance: If your searching days started after the old Elhill system for MEDLARS was retired, you probably have never heard these terms. But understanding how a database is structured can go a long way in helping you learn to search effectively.

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

640 Developing Your Own Web-Based Course: A Hands-on Workshop

Level: Beginning+
Prerequisites: Basic Windows skills are expected, good file management skills are strongly recommended.
Cost: \$360 (nonmember, \$410)
Attendance Maximum: 24

This workshop will provide hands-on practice in all phases of Web course development. Participants will practice using a learning management system, learn to outline and storyboard a course, design Web course pages and templates, and create interactive exercises. Librarians will be presented with various strategies, from transforming PowerPoint modules for online delivery to developing courses on a shoestring budget. Teaching effectiveness and productivity will be emphasized, and good instructional design will be discussed.

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

741 Quality Filtering: Critical Appraisal and Synthesis of Biomedical Literature

Level: Beginning+
Cost: \$260 (nonmember, \$310)
Attendance Maximum: 30

Take a guided tour of the current trends in the use of biomedical knowledge and the usefulness and validity of its various sources.

Instructors: Nunzia Giuse, M.D., AHIP, library director; Rebecca Jerome, assistant director, Filtering and Evidence-Based Services; Sandra Martin, Ed.D., assistant director, Children's Hospital Services; Taneya Koonce, co-coordinator, Information and Education Services; Jennifer Lyon, coordinator, Research Informatics Consult Services; and Annette Williams, assistant director, Knowledge Management; Eskin Biomedical Library, Vanderbilt University Medical Center, Nashville, TN

continued next page

CE Information

Full-day CE course: 8 hours
 Six-hour CE course: 6 hours
 Half-day CE course: 4 hours
 Student fee, pending available space: \$50
 Cancellation or course change fee:
 \$50 per course

Saturday, May 3

Six-Hour Course, 8 A.M.–3 P.M.

152 Words That Change Minds™

Level: Beginning
Cost: \$235 (nonmember, \$285)
Attendance Maximum: 30

What if you had a tool you could use to help take the pain out of implementing organizational change, improve negotiating results, simplify employee coaching, and create high-performance teams by managing to people's strengths. Imagine what you could accomplish by identifying motivational triggers from everyday conversation. Get a handle on how to specifically match your language and processes to theirs to spark their interest and enthusiasm.

Instructor: Mary Devlin, president, The Paraquest Group, Portland, OR

Six-Hour Courses, 10 A.M.–5 P.M.

163 Development and Fundraising for Health Sciences Librarians

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

Gain an understanding of the importance of development and fundraising to libraries as well as the most effective approaches to successful development. Participants will learn the key planning steps, the basic organization of development, and the basic modes of giving and granting.

Instructor: George J. Soete, organizing development consultant specializing in libraries, San Diego, CA

368 Advanced Database Search Techniques



Level: Intermediate to Advanced
Prerequisite: Participants should have one year's reference experience in a medical library or a National Library of Medicine PubMed class or "Medical Subject Headings (MeSH) for Searchers."
Cost: \$235 (nonmember, \$285)
Attendance Maximum: 30

Learn some of the finer points of searching MEDLINE, including the role of subheadings, publication types, chemical terms, journal subsets, and MeSH scope notes. Learn when to consider searching other databases in the place of or in addition to MEDLINE. Practice troubleshooting searches to enhance precision or recall. Discover the role of some specific techniques in an expert searcher's arsenal, including natural language searching, cited reference searching, citation verification, full-text searching, and query by example.

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

Half-Day Courses, 8 A.M.–NOON

174 Ethics in Health Sciences and Consumer Health Librarianship



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

Get an introduction to ethics in health sciences librarianship through lecture, case studies, role playing, and video. Become familiar with codes of ethical principles, particularly the Code of Ethics for Health Sciences Librarianship. Upon completion of this course, you will be able to distinguish an ethical dilemma from an ordinary ethical situation, apply a code to a situation, and apply a decision-making model to an ethical dilemma.

Instructor: Dixie A. Jones, AHIP, head, Reference Section, and associate professor, Medical Library Science, Health Sciences Center, Louisiana State University–Shreveport

276 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, Mid-Columbia Medical Center, Planetree Health Resource Center, The Dalles, OR

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



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

Using a train-the-trainer model, this class will teach the publishing process to librarians, so that they may then teach it to health care professionals at their institutions. Participants will be introduced to the publication process by examining types of articles published, examples of quality journals, appropriate ways to prepare a manuscript, and legal and copyright issues.

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

572 Personal Digital Assistant (PDA) Medical Applications and Content for Librarians



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

Get an overview of general and medical applications for the personal digital assistant (PDA). Learn how to locate, select, and evaluate those applications and resources and how to integrate PDA services into library services.

Instructors: Jo Dorsch, director, Health Sciences, and Karen Heskett, academic resident librarian, Library of the Health Sciences–Peoria, University of Illinois–Chicago

Half-Day Courses 8 A.M.–NOON continued

772 Teaching Evidence-Based Health Care Resources



Level: Intermediate
Prerequisite: Participants should be librarians involved in teaching MEDLINE.
Cost: \$185 (nonmember, \$235)
Attendance Maximum: 30

Here is an opportunity to learn valuable tips and tricks for teaching evidence-based health care (EBHC) resources and searching techniques. Observe and critique a typical one-hour MEDLINE class using either Ovid or PubMed. Participants will learn to identify available EBHC resources, apply clinical filters or hedges for MEDLINE, and design a basic class including translating patient or problem, intervention, comparative intervention, and outcome (PICO) questions into search strategies; constructing effective demonstrations; and creating appropriate handouts.

Instructors: Kathryn Nesbit, AHIP, coordinator, Education Services, Edward G. Miner Library, University of Rochester Medical Center, Rochester, NY, and Jan Glover, AHIP, reference librarian IV and education coordinator, Cushing/Whitney Medical Library, Yale University, New Haven, CT

Half-Day Courses, 1 P.M.–5 P.M.

185 Running with the Squirrels: Providing Library Services to Hospital Administrators

Level: Beginning+
Prerequisite: Basic search skills.
Cost: \$185 (nonmember, \$235)
Attendance Maximum: 30

Familiarize yourself with the information needs of hospital administration and the resources and services by which those needs can be fulfilled. Covered topics include the common areas of concern of administrators, techniques such as needs assessment and current awareness services, and information resources.

Instructor: Jeannine Cyr Gluck, AHIP, director, Medical Library, Eastern Connecticut Health Network–Manchester

186 Joint Commission Standards: Management of Information and Beyond

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

Take this class for an understanding of the Joint Commission on Accreditation of Healthcare Organizations (JCAHO) standards for information management and their implications in hospitals and health care organizations. Participants will learn the key issues related to providing knowledge-based information (KBI) and identify those areas in the standards requiring KBI and library services. The class highlights the current JCAHO focus, the accreditation survey process, recent or coming changes in standards, and practice strategies for maintaining JCAHO compliance. Using scenarios and group discussion, participants will develop practice strategies for maintaining JCAHO compliance.

Instructor: Susan Schweinsberg Long, AHIP, library director, Medical Library, Virginia Mason Medical Center, Seattle, WA

Half-Day Courses 1 P.M.–5 P.M. continued

481 Introduction to Reference Sources in the History of the Health Sciences**Level:** Beginning**Cost:** \$185 (nonmember, \$235)

Are you faced with history questions from patrons, such as a practitioner researching the history of a disease? Learn to identify important print resources and reference books, seek out specialized collections, and find free or low-cost Web resources.

Instructors: Patricia E. Gallagher, AHIP, special projects coordinator, New York Academy of Medicine Library–New York, and Stephen J. Greenberg, Ph.D., reference/collection access librarian, History of Medicine Division, National Library of Medicine, Bethesda, MD

583 Personal Digital Assistant (PDA) 101**Level:** Beginning**Prerequisite:** Having a PDA helps participants but is not required.**Cost:** \$185 (nonmember, \$235)**Attendance Maximum:** 75

This introduction to personal digital assistants (PDAs) will focus on hardware, productivity applications, and health care resources. Learn to assess your needs, select affordable and manageable services, and implement those services.

Instructor: Mari J. Stoddard, head, Educational Services, Arizona Health Sciences Library, University of Arizona–Tucson

Wednesday, May 7**Half-Day Courses, 1 P.M.–5 P.M.****197 Proving Your Worth: Professional, Business, 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 presents 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, director, Health Sciences Library, Norman Regional Hospital, Norman, OK

198 Health Insurance Portability and Accountability Act (HIPAA): What Health Sciences Librarians Need to Know**Level:** Beginning**Cost:** \$185 (nonmember, \$235)**Attendance Maximum:** 30

Get a detailed overview of the various standards, recommendations, and regulations set forth as part of the Administrative Simplification portion of the Health Insurance Portability and Accountability Act of 1996 (HIPAA). Particular attention will be paid to developing an understanding of the effect of HIPAA on health sciences librarians and library research staff.

Instructor: Vivian A. Auld, senior specialist, Health Data Standards, National Library of Medicine, National Information Center for Health Services Research and Health Care Technology (NICHSR), Bethesda, MD

Half-Day Courses 1 P.M.–5 P.M. continued

399 Data Detective: Finding the Jewels of Public Health Datasets**Level:** Beginning**Cost:** \$185 (nonmember, \$235)**Attendance Maximum:** 30

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

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

594 Unix Basics for Librarians**Level:** Beginning**Cost:** \$185 (nonmember, \$235)**Attendance Maximum:** 50

Many of the computers powering our libraries and the Internet are based on the UNIX and Linux operating systems. This class will lead you through the basics of managing files and directories, maintaining your account, and using the power of pipes to make short work of complicated tasks. This class will cover the basic structure of UNIX; accessing your account via telnet, file transfer protocol (ftp), security shell (ssh), and secure copy (scp); handling files and directories; permissions; using the visual interface (vi) editor; customizing your environment; and getting things done.

Instructor: Richard Beebe II, manager, ITS-Med/Systems and Networking Engineering, Yale University School of Medicine, New Haven, CT

Saturday, May 3 Meeting Symposium, 8 A.M.–5 P.M.

Followed by the MLA '03 Welcome Reception featuring more than 100 exhibits with cutting-edge technology.

6 Contact Hours or 8 Nursing Continuing Education Units

840 Evidence-Based Nursing Practice: Needs, Tools, and Solutions

Cost: \$225 (non-MLA and ICIRN agency members, \$325)
Includes a box lunch

Sponsored by MLA's Nursing and Allied Health Resources Section (NAHRS) and the Interagency Council on Information Resources for Nursing (ICIRN)

This symposium will give participants the ability to:

-  describe nurses' technology readiness, including health information literacy skills
-  define gaps and barriers for evidence-based nursing practice
-  compare nurses' information-seeking behavior in varied settings, with an emphasis on knowledge-based information resources
-  search for evidence-based nursing resources in the Cumulative Index to Nursing and Allied Health Literature (CINAHL), PubMed, and other evidence-based electronic resources

-  identify high-quality electronic resources for nursing
-  identify strategies to improve knowledge-based information services for nurses and nursing students in their organization

The day will include:

-  research on nurses' knowledge-based information needs in both clinical and educational systems
-  breakout sessions on search strategies and electronic information resources
-  what works: proven strategies for teaching and implementing evidence-based practice, including personal data assistants and other point-of-care resources, and a panel with invited and contributed papers and electronic posters
-  planning strategies for implementation in your organization

The sponsors encourage participation by librarians and nurses in all settings. This is a great opportunity to learn and work together to develop evidence-based nursing practice as the foundation for professional education and interdisciplinary health care.

For more detailed information, visit nahrs.library.kent.edu/annmtg/ and icirn.org.

Facilitators: Susan Pierce, RN, Ed.D., associate professor, College of Nursing, Northwestern State University, Shreveport, LA; Diane Pravikoff, RN, Ph.D., FAAN, director, Research/Professional Liaison, Cinahl Information Systems, Glendale, CA; Annette Tanner, RN, Ed.D., Central Louisiana Area Health Education Center–Alexandria; Margaret (Peg) Allen, AHIP, library consultant, Wisconsin Area Health Education Center System and Cinahl Information Systems, Stratford, WI; June Levy, managing director, Cinahl Information Systems and Glendale Adventist Medical Center Library, Glendale, CA; Michelynn McKnight, AHIP, director, Health Sciences Library, Norman Regional Hospital, Norman, OK; Sarah Jo Brown, RN, Ph.D., director of research, National Association of Orthopedic Nurses, Norwich, VT; Deborah Lauseng, information services librarian, Taubman Medical Library, University of Michigan–Ann Arbor; and Mari J. Stoddard, head, Educational Services, Arizona Health Sciences Library, University of Arizona–Tucson

Section-Sponsored Programming



Contributed
Paper Sessions



Invited
Paper Sessions



Roundtable
Sessions

Session 1 Sunday, May 4, 4:00 P.M.–5:30 P.M.,
Sponsored in part by Swets Blackwell

Session 2 Monday, May 5, 3:30 P.M.–5:00 P.M.,
Sponsored in part by EBSCO

Session 3 Tuesday, May 6, 3:00 P.M.–4:30 P.M.,
Sponsored in part by EBSCO

Sunday, May 4, 2003, 4:00 P.M.–5:30 P.M.

Primary Sponsor: Hospital Libraries Section
Theme: Hang Ten! Utilizing Standards and Benchmarking Data

Papers will be presented on the following themes:

- correlating Hospital Libraries Section standards and benchmarking data
- turning productivity statistics into benchmarking data
- interpreting benchmarking data with basic statistics
- utilizing standards to support hospital library services
- preparing for site surveys by the Joint Commission on Accreditation of Healthcare Organizations (JCAHO)

Primary Sponsor: Consumer and Patient Health Information Section
Secondary Sponsors: Public Services, Chiropractic Libraries, and Public Health/Health Administration Sections

Theme: The Crest of the Wave—Cool New Health Information Resources for Consumers

An exciting session on the latest library services for consumers will feature Angela B. Ruffin, Ph.D., head, National Network Office, National Network of Libraries of Medicine (NN/LM), National Library of Medicine (NLM), Bethesda, MD, who will speak on “The NN/LM Electronic Access to Health Information Projects.” Timely contributed papers on electronic reference for consumers, informed medical decision making, and resources for diverse and minority populations will also be featured.

Libraries have reached the next stage of consumer health services. Vibrant new electronic resources and library services for patients and their families are here today. Papers will cover innovative resources, delivery systems, avant-garde services, and Web-based NLM-funded projects as they relate to consumer health information. What are some experiences and outcomes of e-reference services, informed medical decision-making services, and resources suitable for diverse and minority populations? Join us to hear and learn about the latest trends.



Primary Sponsor: Educational Media and Technologies Section
Secondary Sponsors: Collection Development and Public Services Sections

Theme: Library Content for Portable Handheld Devices

Personal digital assistant (PDA) devices show unabated popularity in clinical and medical school settings, joining a handful of other things conveniently sized to fit in a lab coat pocket. How much knowledge, available in print and Web formats, can be re-purposed or optimized for use on a PDA device? Are publishers moving quickly enough to capture the attention of a library market eager for unique and micro-packaged PDA content? Are libraries beginning to prepare compact versions of their own hypertext markup language (HTML) or extensible markup language (XML) content for wireless-Web PDA devices? This session seeks both the bleeding edge of innovation in biomedical libraries and the breeding edge of inspiring and effective process models.



Primary Sponsor: Public Health/Health Administration Section
Secondary Sponsor: Medical Informatics Section

Theme: Staying Afloat in a Sea of Data: Lessons in Public Health Informatics

What are the major issues in public health informatics, and what role can libraries and information centers play in this emerging discipline? How are librarians providing public health information to public health professionals in the field? What are the trends in data surveillance and information systems that impact the work that we do? How do we work with public health data and information? What are we doing to teach others to access public health information?



Primary Sponsor: Public Services Section
Secondary Sponsors: Corporate Information Services, Health Association Libraries, and Research Sections

Theme: Virtual Real-time Reference

The interactive reference interview and subsequent answer, guidance, or education that takes place is moving to the Internet, offering the tantalizing opportunity to inform inquirers while either showing them the Web page they need or even co-browsing their screens at the same time. Beyond the narrative of making it real in an institution, this session will present research and the “evidence-based librarianship” approach to evaluating the efficacy and demonstrable attributes of real-time reference products and collaborative library partnerships that target the expansion of reference assistance opportunity.

Sunday, May 4, 2003, 4:00 P.M.–5:30 P.M. continued



Primary Sponsor: Relevant Issues Section
Secondary Sponsors: Federal Libraries, Public Health/Health Administration, Consumer and Patient Health Information, and Hospital Libraries Sections

Theme: Knowing When to Get Out of the Water: Delivering Disaster-Related Public Health Information

With a renewed focus on homeland security in the United States, the need for immediate access to disaster-related public health information is as important as it has ever been. The focus of contributions to this session will be on innovative uses of technologies such as personal digital assistants (PDAs), pocket personal computers, wireless networks, or other handheld devices to disseminate disaster-related public health information to those who need it most. Disaster-related public health information topics include bioterrorism and other acts of terrorism, disease outbreaks, or natural disasters.



Primary Sponsor: Pharmacy and Drug Information Section
Theme: 2003 EMBASE Lecture

Robert B. Naso, Ph.D., senior vice president, Quality, Regulatory and Product Development, Nabi Biopharmaceuticals, Rockville, MD, a leader in the biotechnology industry, will speak at this endowed lecture sponsored by Elsevier Science, producer of EMBASE.

Monday, May 5, 2003, 3:30 P.M.–5:00 P.M.



Primary Sponsor: Hospital Libraries Section
Secondary Sponsors: Corporate Information Services, Health Association Libraries, Consumer and Patient Health Information, Nursing and Allied Health Resources, and Chiropractic Libraries Sections and African American Medical Librarians Alliance SIG

Theme: Up Periscope: Who's Watching Your Information?

What is the outlook for the Health Insurance Portability and Accountability Act (HIPAA), consumer privacy, and confidentiality? Are our computer systems and insurance records secure? Can ethnicity or health status information be used to prevent employment or diminish health care opportunities? How do we cope with the murky waters of information overload and overlapping or conflicting responsibilities to our profession and our clientele? Fishing for tips and solutions to similar problems? Get a clear view above and below the surface of this "monster from the deep."



Primary Sponsor: Leadership and Management Section
Secondary Sponsors: Collection Development, Hospital Libraries, and Technical Services Sections and African American Medical Librarians Alliance SIG

Theme: Building Castles in the Shifting Sand: Sculpting Partnerships and Alliances to Withstand the Incoming Tide

This session is dedicated to Association of Academic Health Sciences Libraries (AAHSL) on its twenty-fifth anniversary.

Our world today demands cooperation on all levels. We find ourselves in all kinds of creative arrangements to purchase and disseminate information. We form strong bonds and even sometimes find ourselves with strange bedfellows to further patient care, research, and medical education. We forge coalitions of common interests and willingly share financial burdens, resources, and personnel. Papers will focus on the founding, operation, demands, and benefits of all kinds of creative cooperative arrangements, dreaming up ideal partnerships or alliances and tracing the history and contributions of a notable cooperative group.

Monday, May 5, 2003, 3:30 P.M.–5:00 P.M. continued



Primary Sponsor: Nursing and Allied Health Resources Section
Secondary Sponsors: Mental Health SIG, Public Health/Health Administration Section, and Outreach SIG

Theme: Building Lighthouses on Far Shores: Services to Underserved Health Professionals

Many health professionals are not directly affiliated with a large university library or do not have access to any library services. These may include health professionals in rural or inner city areas or in stand-alone practices who may be physicians, nurses, public health workers, health department employees, physical therapists, or other allied health workers and allied professionals (for example, athletic trainers). This session will showcase outreach programs—including but not limited to marketing library services, developing Web and virtual library content, or providing continuing education workshops—that bring library and information services to these far shores and research that explores this area.



Primary Sponsor: Public Services Section
Secondary Sponsors: Medical Library Education and Research Sections and African American Medical Librarians Alliance SIG

Theme: Library Instruction: Technique versus Technology

What makes for a quality library bibliographic instruction or distance-learning event? Is it the main course or the special sauce? Beyond the snapshot of the special ingredients available at your institution, this contributed paper session will present research and the "evidence-based librarianship" approach to evaluating effective instruction in either in-person or distance modes.



Primary Sponsor: Research Section
Secondary Sponsors: Collection Development, Federal Libraries, Hospital Libraries, and Medical Library Education Sections and Clinical Librarians and Evidence-Based Health Care SIG

Theme: Shoot the Pipeline with Evidence-Based Librarians: Original Research and Practical Methods

This session will bring both evidence-based librarianship (EBL) and the *Platform for Change* to life with research papers in one of the many areas of health sciences librarianship. Top ten topics are: (1) public health, (2) collection development, (3) veterinary medicine, (4) hospitals, (5) federal, (6) reference, (7) public services, (8) electronic everything, (9) personal digital assistants (PDAs), and (10) you want me to read that? Original research that answers highly relevant questions and that utilizes designs at the higher levels of EBL evidence—such as cohort studies, randomized controlled trials, or systematic reviews—will be presented. Other methods that are appropriate to answering a relevant EBL question may also be presented.

continued next page

Monday, May 5, 2003, 3:30 P.M.-5:00 P.M. continued



Primary Sponsor: Consumer and Patient Health Information Section
Secondary Sponsors: Cancer Librarians and Pharmacy and Drug Information Sections, Molecular Biology and Genomics SIG, and Public Health/Health Administration and Chiropractic Libraries Sections

Theme: Through Tempests and Storms: Vaccines, Biologicals, Patient Education, and Environmental Health

What are the latest issues and the historical background of the current resurgence of interest in vaccines? What effects have there been for consumers and patients? How do biological agents and research show promise for medical uses and threat for military ones? How do both of these relate to environmental toxicology and health? Most importantly, what do they have to do with your library? The papers will showcase creation and sources of information, collection development, research, and organization of resources on vaccines and immunization, biologicals, patient education, and environmental health issues. Find out more about vaccines, biologicals, patient education, and environmental health, as they relate to health care, library services and collections, consumer and patient health information, and informatics.



Primary Sponsor: Dental Section

Theme: Tsunami! New Publishing Paradigms and Health Sciences Libraries

New publishing methodologies for traditional materials are becoming both more stable and more popular with user communities. In the field of dentistry, current examples include the computing in dentistry book and Website by Titus Schleyer, D.M.D., and Vital Source Technologies' *VitalBook*, a collection of interactive dental textbooks and curriculum support materials. These and other health-related products offer new challenges to librarians, curriculum and instructional designers, and schools and libraries in general. The role of libraries in implementing these new products and the effect of these new trends on the roles of librarians will be presented. Measurable outcomes of the implementation of these new materials and handling of training and support for faculty, students, and the general public will also be presented. This session will examine some of these new educational products and their implementation and support.



Primary Sponsor: History of the Health Sciences Section
Secondary Sponsor: Complementary and Alternative Medicine SIG

Theme: Beachcombing for a Cure: History and Current Developments in Botanical Medicine

As complementary and alternative medicines regain their importance in health care, this session will examine the historical impact of botanical medicines and their newer uses as dietary supplements, the effect on library collections, and the use of contemporary and historical materials.



Primary Sponsor: Medical Informatics Section
Secondary Sponsor: Molecular Biology and Genomics SIG
Theme: Bioinformatics: A New Wave of Research, a New Wave of Service

Bioinformatics is an interdisciplinary field that intersects information science and biology research. What started out as computational biology, the discipline of statistical analysis of gene sequences, has exploded due to the ever-increasing capacities of computers to analyze huge data sets. Today, bioinformatics includes genome mapping, molecular modeling, molecular genetics, pharmacogenomics, and a host of other disciplines. Where do librarians fit in these new disciplines? How do we work with the scientists and informaticists doing this cutting-edge research? How do we define what knowledge and skills we need to work in this field? In this session, we will examine the field of bioinformatics from a librarian's perspective and hear from librarians and informatics professionals actively involved in this discipline.



Primary Sponsor: Public Health/Health Administration Section
Secondary Sponsors: Dental, International Cooperation, Consumer and Patient Health Information, and Relevant Issues Sections and Outreach; Lesbian, Gay, Bisexual, and Transgendered Health Sciences Librarians; and African American Medical Librarians Alliance SIGs

Theme: Caught in the Whirlpool: Information Needs of and Outreach Services for At-Risk and Underserved Consumer Populations

Many special consumer groups are at risk for various health problems due to social, economic, and behavioral factors. In many cases, these populations who have the greatest need for quality health information are the most difficult to reach. How do we design services to reach these populations? What do we know about what information they need? Speakers will discuss topics such as health information for gay, lesbian, bisexual, and transgendered youth; immigrants and non-English speaking users; migrant workers; and low socioeconomic status, low-literacy, rural, or inner-city populations.

Tuesday, May 6, 2003, 3:00 P.M.-4:30 P.M.



Primary Sponsor: Medical Library Education Section

Theme: Rising Waves

Students and recent graduates will present contributed papers.



Primary Sponsor: Nursing and Allied Health Resources Section
Secondary Sponsors: Leadership and Management Section, Mental Health SIG, and Technical Services Section

Theme: Lifeguarding 101: Avoiding or Surviving Wipeout in the Waves of Health Sciences Librarianship

Mergers, reorganization, budget cuts, layoffs... Whether dealing with having to do "more with less," experiencing a lack of appreciation, or being shown the door, health sciences librarians do not have an easy time these days. Tales of dealing with stress and stressful circumstances, survival against the odds, and heroic (or quiet) rescues by mentors and tips for those who may be facing shipwrecks or who are treading water will be shared during this session.



Primary Sponsor: Technical Services Section
Secondary Sponsors: Collection Development and Nursing and Allied Health Resources Sections

Theme: Swimming in the Sea of Electronic Resources: Meeting the Challenges

Electronic resources (e-journals, e-books, full-text databases, etc.) play an ever-increasing role in health sciences libraries. Papers will address any aspect of the use, management, or licensing of electronic resources.



Primary Sponsor: History of the Health Sciences Section
Theme: Diving for Treasure: Library Exhibits from Idea to (Virtual) Reality

The library exhibit has long been the means of highlighting a collection. This session will examine the process of assembling such exhibits and will include discussions on: (1) deciding about the scope of the exhibit, (2) researching the exhibit, (3) obtaining loans from other collections and deciding about your own treasures, (4) considering preservation issues for displayed items, (5) marketing and advertising of the exhibition, and (6) making the exhibition virtual.

Tuesday, May 6, 2003, 3:00 P.M.–4:30 P.M. continued



Primary Sponsor: Leadership and Management Section
Secondary Sponsors: Hospital Libraries Section, Clinical Librarians and Evidence-Based Health Care SIG, and Technical Services and Medical Library Education Sections

Theme: The Extreme Librarian

Papers on the following themes will be presented:

-  the librarian who makes a difference in-house, locally, regionally, nationally
-  the librarian who creates, imagines, sees the future, grabs at opportunities
-  the librarian who breaks in a boss, sells a budget proposal
-  the librarian who coaches, teaches, trains
-  the librarian who hires, fires, recruits, retains, mentors
-  the librarian who is a one-person organization, a part of a team, a part of a health care system, a clinical librarian, an informationist
-  the librarian who does not work in a library
-  the many ways to educate and train the extreme librarian



Primary Sponsor: Collection Development Section
Secondary Sponsors: Rehabilitation Hospital SIG and Relevant Issues Section

Theme: Navigating the Rapids of Rehabilitation Resources

Invited Speakers: Amy Louise Frey, AHIP, librarian, Health Sciences Library, Hospital for Special Care, New Britain, CT; Robert Mackes, medical librarian, Medical Library, KMRREC, West Orange, NJ; Pat Herndon, Noble Learning Resource Center, Shepherd Center, Atlanta, GA; and Daria Drobny, AHIP, Director, Learning Resources Center, Rehabilitation Institute of Michigan–Detroit

Librarians in specialized rehabilitation facilities and related health care organizations are confronted with developing collections suitable to the specific needs of their diverse and unique patrons. Standard selection tools and recommended core collections are not “one size fits all.” Rehabilitation hospital librarians must adapt and develop collections that incorporate some standard resources but that also suit the needs of their audiences. This session will provide attendees with an overview of existing selection tools for rehabilitation collections, recommended print and electronic resources, and ongoing challenges in collection development and other services for librarians working in the rehabilitation field.



Primary Sponsor: Health Association Libraries Section
Secondary Sponsors: African American Medical Librarians Alliance SIG and History of the Health Sciences Section

Theme: MD-Surfing: Success of African Americans in Medicine

An invited speaker will present the gains African Americans have made in recent decades to increase the numbers of minorities in medicine. The speaker will explore programs, issues, people, and outcomes of African Americans in medicine and will explore issues such as the roles African Americans in medicine have with respect to quality, willingness to serve in traditionally underserved markets, and equity.



Primary Sponsor: International Cooperation Section
Secondary Sponsors: Medical Informatics, Collection Development, and Technical Services Sections

Theme: Equitable Access to Essential Information for Health: WHO’s HINARI Partnership

Invited Speakers: Barbara Aronson, World Health Organization, and Maurice Long, British Medical Journal

The major publishers of biomedical journals have responded to a call from the World Health Organization (WHO) to make their publications accessible online to health sector institutions in the developing world, for free or at very discounted prices. Fifteen months after the launch of Health InterNetwork Access to Research Initiative (HINARI), a panel including members of the HINARI team, publishers, and members of the user community will present what has been accomplished, what lessons have been learned, and in which directions HINARI will now be moving.



Primary Sponsor: Medical Informatics Section
Secondary Sponsors: Leadership and Management, Medical Library Education, and Technical Services Sections and Molecular Biology and Genomics SIG

Theme: Surf Report: Forecasting Technology Trends

Can you predict the future? We will hear from a panel of three technology experts regarding their forecasts for the years ahead. Learn what trends we should prepare for as we plan for our libraries, our careers, and our lives.



Primary Sponsor: Veterinary Medical Libraries Section

Theme: Critters Riding the Crest: Exotic Animal Practice

The world-famous San Diego Zoo is home to more than 4,000 rare and endangered animals, representing more than 800 species and subspecies. The San Diego Wild Animal Park is a scenic wildlife preserve where most of the more than 3,000 rare and exotic animals, representing nearly 400 species, roam freely in herds and flocks. Veterinarians, scientists, and other professionals care for these animals and conduct important research to promote the health of the animals and the survival of various rare and endangered species. The session will focus on exciting developments in one or more of these areas.



Primary Sponsor: Educational Media and Technologies Section
Secondary Sponsor: Medical Informatics Section

Theme: Digital Devices to Go (Revisited): Another Go-Around

Building on the success of the Digital Devices to Go roundtable session at MLA '02 in Dallas, this event will invite participants to engage in lively, informal, and informative discussion with colleagues about the application and support of portable handheld computing devices or wireless technologies in support thereof. Recognized experts in the field will facilitate interactive discussions on topics ranging from platform and operating-system comparisons and compatibilities, to wireless and network connectivity, to library systems support (including financial and human resource considerations), to clinically or educationally relevant software availability and application, to original content development.

Informal Meetings

Guidelines and Pricing Information

MLA has allocated blocks of time during MLA '03 for informal meetings and events 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 7, 2003. Requests after that date will be listed in either the *Official Program* or the addendum page. The following describes informal meeting requests and pricing.

Type of Event

- MLA sections, chapters, and SIGs meetings or events
- Affiliate or non-MLA groups (i.e., other not-for-profit groups)
- Exhibitors or commercial groups (i.e., other groups not included above)

Price Information

- MLA section, chapters, and SIGs: up to two informal meetings at no charge, additional meetings are \$100 per meeting
- Affiliate or non-MLA: \$200 per meeting
- Exhibitors or commercial: \$500 per meeting

Approved Informal Meeting Times

By contract, all hotel meeting space is controlled by MLA during the annual meeting. 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:

Sunday, May 4, 4:00 P.M.–5:30 P.M.

Monday, May 5, 2:00 P.M.–3:00 P.M.

Tuesday, May 6, 3:00 P.M.–4:30 P.M.

Wednesday, May 7, 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.

Communication and Confirmation of Meeting Services and Needs

Meeting space confirmations and additional information will be emailed to the contact person beginning **February 7, 2003**. Please provide as much preliminary meeting information as possible, so the appropriate size room can be assigned to you. Brenda Dreier, conference manager, will act as the liaison with the hotel for all arrangements and details involving MLA and MLA unit (section, SIG, committee, etc.) events.

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.

An application, with room set-up details, is available online at www.mlanet.org/am/am2003/.

Itinerary Builder

The Itinerary Builder offers attendees the opportunity to view online the numerous educational and networking opportunities of MLA '03. Link to this planning tool by visiting www.mlanet.org/am/am2003/. You can select sessions and events to easily plan your time onsite by identifying and selecting the ones that meet your specific needs. Then either print your itinerary or download it to a personal digital assistant (PDA) or Web-enabled telephone using a connection through the AvantGo Web service. Users can sign up for a free AvantGo account at www.avantgo.com.

The search engine allows users to enter any search term and run the search on one of the following data fields:

- specific keywords entered by the submitter
- title
- presenter last name
- presenter affiliation or institution

The Itinerary Builder also allows users to look up information by generating lists of presentations by session type or by meeting day.

The system allows conflicting selections, making it possible to select two events that occur at the same time on the same day. This feature allows users to add more than one session of interest at a time, making a final decision onsite. If users have already started itineraries and run other searches, the system will highlight sessions that users had previously added to the itinerary.

The itinerary page lists users' selections in chronological order. Information includes session names, start times, end times, locations, and lists of individual presentations, if selected. Session and presentation names are linked to more detailed information.

The system will use cookies and be fully functional on the following browsers:

- Microsoft Internet Explorer 4.0 and above
- Netscape 4.0 and above

Visit www.mlanet.org/am/am2003/ to start building your meeting itinerary today!

Travel

Conventions in America/Stellar Access

Conventions in America/Stellar Access is the official travel service for MLA '03. Mention event number 2144 to receive the meeting discounts on air travel and car rental services listed below or the lowest available fare on other carriers. Online reservations can be made through the Website listed below.

In the United States and Canada, call toll free at **866.929.4242**.

Outside the U.S. and Canada, call **858.451.8150**.

Reservation hours **Mon.–Fri., 6:30 A.M.–5:00 P.M., pacific time**

Email **reservations@conventions-in-america.com**

Website **www.conventions-in-america.com**

Airlines

Booking through Conventions in American will save you 5% on the lowest applicable fares and 10% off lowest fares sixty days prior to departure on American Airlines and America West flights. (An additional 5% may apply on certain unrestricted fares with a sixty-day advance purchase.) All rules and restrictions apply. Discounts are valid on air travel between April 27, 2003, and May 12, 2003.

Ground Transportation

Airport Transportation Cloud 9 offers a shared ride shuttle service to guests of the Town and Country Resort & Convention Center for \$8.50 one way. A \$1.00 off coupon is available on MLANET.

From the airport, no reservations are needed. After obtaining your luggage, follow the "Ground Transportation" signs to the "Shuttles for Hire" island. Locate the customer service representative (wearing a blue shirt or jacket and tan pants) to have a Cloud 9 Shuttle dispatched for you.

Reservations are needed for the return trip from Town and Country Resort to the airport. Reservations can be made by the Town and Country Resort concierge. A credit card is needed to make a reservation. Call Cloud 9 at 858.974.8885. Visit www.cloud9shuttle.com.

Rental Cars Call Conventions in America/Stellar Access (see number at left) for discounted car rental rates from Avis Rent A Car System and Enterprise Rent-A-Car. Avis has an office at the Town and Country Resort.

Rail The downtown San Diego train station is at the Santa Fe Depot, 1050 Kettner Boulevard, approximately six miles from the resort. Visit www.amtrak.com to plan your train trip.

Taxi Service Cost: \$20–\$25 (including a \$5 airport surcharge). Estimated time from the airport to the Town and Country Resort is ten to fifteen minutes.

Public Transportation Public transportation is available from the airport to the Fashion Valley Transit Center, adjacent to the resort. Visit www.sdcommute.com for current service information and trip planning or call 619.233.3004 for additional information.

Placement Service

Information for Employers

The Placement Service provides an opportunity for employers to locate suitable applicants by listing job openings at MLA '03. You must print, complete, and fax or mail the form available at www.mlanet.org/am/am2003/ to take advantage of this great opportunity. Contact Beverly Bradley at 312.419.9094 x13 or mlams2@mlahq.org to receive the form by mail or fax. The forms will be filed in the Job Opportunities Notebooks for inspection by meeting attendees. **This form is the only form that will be accepted for the Job Opportunities Notebooks.** No other job forms will be reproduced. Applicant notebooks will also be compiled, and Placement Service staff will assist your representatives in arranging interviews with job applicants during MLA '03.

Salary Information

All positions-available listings must include at least a minimum salary or salary range. The Placement Service will not accept placement forms that do not list a salary.

Other Job Listing Opportunities

Employers (member and nonmember institutions) may post their job opportunities, based on submitted forms, on the MLA '03 Website for \$50.00 for two months. Monthly opportunities for job ads on MLANET and in the *MLA News* are also available. Visit www.mlanet.org/jobs/jobs2.html for more information.

Information for Applicants

The Placement Service can help applicants locate job openings in the health information field. You must print, complete, and fax or mail the Applicant Form available at www.mlanet.org/am/am2003/ to take advantage of this great opportunity. Contact Beverly Bradley at 312.419.9094 x13 or mlams2@mlahq.org to receive the form by mail or fax. These forms will be filed in the Applicant Notebooks at MLA '03. **Only this form will be placed in the Applicant Notebooks.** Please do not attach personal resumes. They will be discarded. Do bring copies of your resume to distribute to employer representatives with whom you interview. Job Opportunity Notebooks will be available for applicants to review.

General Info

Employer Fees

MLA Institutional Members **\$100 per listing**

Non-MLA Institutions **\$150 per listing**

There is no fee for *applicants* to use the Placement Service.

Forms

Located at www.mlanet.org/am/am2003/, all Applicant Forms will be indexed alphabetically and include years of experience, desired salary, preferred location, and preferred job classification. Job Opportunity Forms will be indexed by state according to experience requirements, salary range, and job classification.

Final Instructions

Return completed form to:

MLA '03 Placement Service
Medical Library Association
65 East Wacker Place, Suite 1900
Chicago, IL 60601-7298

To be indexed, forms must reach MLA no later than **April 2, 2003**. Please give late forms to the registrar on duty at the Placement Service. Late forms will be added to the "Late Arrivals" section of the notebooks at the end of the day on which they are received and will not be indexed.

When you first visit the Placement Service, see the registrar on duty to receive an identification number. You will use this number to contact employers or applicants. Catalogs of Job Opportunity and Applicant Forms (including late arrivals) will be sold at the end of MLA '03 at the Registration Center and by mail after MLA '03 for \$20.00 each.

How to Register

Three Ways to Register

- register online at www.mlanet.org/am/am2003/
- mail registration form on page 26 with your payment to CDS-MLA, 107 Waterhouse Road, Bourne, MA 02532
- fax form with your credit card payment to 508.759.4552

Be sure to send your registration **before April 24, 2003**. After April 24, bring it to the Registration Center in the Town and Country Resort & Convention Center for onsite registration. Register early (**before April 4, 2003**) and save \$60.

Payment

Payment must accompany your Registration Form. You may pay by check (payable to MLA), money order, Visa, MasterCard, or American Express. Payments must be in U.S. 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 20, 2003**, will be charged an additional \$50 handling fee. Registrations received without payment or purchase order will be returned.

Registration Center Hours

Conference material will be distributed at the MLA Registration Center located in the Town and Country Resort & Convention Center.

Thursday, May 1, 4:00 P.M.–8:00 P.M.

Friday, May 2, 7:00 A.M.–6:00 P.M.

Saturday, May 3, 7:00 A.M.–7:00 P.M.

Sunday, May 4, 7:00 A.M.–6:00 P.M.

Monday, May 5, 7:00 A.M.–5:00 P.M.

Tuesday, May 6, 7:00 A.M.–4:00 P.M.

Wednesday, May 7, 7:00 A.M.–9:00 A.M., NOON–1:00 P.M.

Registration Packages

Package A: Inclusive

Includes admission to all sessions, exhibits, the Welcome Reception, the Awards Celebration Luncheon, and the MLA Reception. If you attend these events, this package provides the best value, saving \$25.

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.

Save \$60, register by April 4!

Cancellations

All cancellations must be submitted in writing and faxed to the MLA director of finance at 312.419.8950. Cancellations received **before April 4, 2003**, are subject to a \$50 fee. **After April 4, 2003**, MLA will give refunds only for documented medical emergencies. Refunds will be processed within six weeks after the meeting. MLA will honor written requests to transfer registration to another person.

Children

Parents registered for the meeting are welcome to bring children. Children attending meeting functions and exhibits must be accompanied by a parent and have a badge. Complimentary children's badges will be available at the Registration Center. Information about childcare will be available at www.mlanet.org/am/am2003/.

Confirmations

If you register online at www.mlanet.org, you will receive a confirmation by email. 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 Center in the Town and Country Resort & Convention Center. Confirmations will be sent only to those who register prior to **April 24, 2003**.

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. Course numbers, fees, and descriptions can be found beginning on page 12. You do not have to attend the meeting to register for MLA '03 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 any additional details describing your special needs and an email address or fax number where you can be contacted for more information. MLA must receive the form by **April 4, 2003**, to accommodate you.

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 when you register online at www.mlanet.org or complete the application on page 27.

Questions

For registration and meeting-related questions, please contact Elizabeth Ortega 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.

First name* _____ **Last name*** _____

Institution/Organization/Company* _____

Library, agency, or 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 of if you are attending an MLA annual meeting for the first time.

____ Check here to subscribe to the meeting email discussion list.

Country* (If outside the U.S.)

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

*Appears on badge

I. Registration fees

(Circle one category within package.)

Before April 4 **After April 4**

Package A: Inclusive

- MLA member/institutional representative, AALL, AMIA, CHLA/ABSC, ICIRN, NRHA, and SLA members... \$395..... \$455
- MLA emeritus member \$195..... \$255
- Nonmember \$595..... \$655

Package B: Conference-only

- MLA member/institutional representative, AALL, AMIA, CHLA/ABSC, ICIRN, NRHA, and SLA members... \$290..... \$350
- MLA emeritus member \$145..... \$205
- MLA student member \$ 50..... \$ 50
- Nonmember \$435..... \$495

Package C: One-day attendance

Indicate day: Sun Mon Tue Wed

- MLA member/institutional representative, AALL, AMIA, CHLA/ABSC, ICIRN, NRHA, and SLA members... \$145..... \$145
- MLA emeritus member \$ 75..... \$ 75
- MLA student member \$ 50..... \$ 50
- Nonmember \$220..... \$220

SECTION I. SUBTOTAL \$ _____

II. Extra tickets

(Indicate quantity for each item. Event descriptions on page 9.)

- Welcome Reception & Opening of Hall of Exhibits
Tickets ____ @ \$35 \$ _____
- Awards Celebration Luncheon
Tickets ____ @ \$55 \$ _____
- A Sea of Words and Oceans of Music Reception
Tickets ____ @ \$75 \$ _____
Children under 18
Tickets ____ @ \$40 \$ _____

SECTION II. SUBTOTAL \$ _____

III. Optional events tickets

- Chapter Council Presents Sharing Roundtables: See page 9. **\$28**
Circle Topic #: 1 2 3 4 5 6 7 8
9 10 11 12 13 14 15 16 17 18 19
20 21 22 23 24 25 26 27 28 29 30
\$ _____
Friends of NLM Event/May 4: Visit www.mlanet.org for details.
- B600 FNLM Member # Tickets ____ @ \$15 \$ _____
- B601 Nonmember # Tickets ____ @ \$35 \$ _____
- B602 Child # Tickets ____ @ \$10 \$ _____

SECTION III. SUBTOTAL \$ _____

IV. Continuing-education courses (Enter course number and cost found on pages 12-17.)

Date	First choice: Full-, 6-hr. or half-day A.M.		First choice: Half-day P.M.		Second choice: Full-, 6-hr. or half-day A.M.		Second choice: Half-day P.M.		First choice only Subtotal
	Course #	\$ Amount	Course #	\$ Amount	Course #	\$ Amount	Course #	\$ Amount	
May 2/Day 1									\$
May 3/Day 2									\$
May 7/Day 3									\$

V. 2003 MLA Membership Dues: (Indicate membership status.)

- NM701 New member (attach the application on page 27)
- RM702 Membership renewal (attach your latest invoice)

SECTION V. SUBTOTAL \$ _____

Three ways to register

1. Online: www.mlanet.org
2. Mail form to: CDS-MLA, 107 Waterhouse Road, Bourne, MA 02532
3. Fax: 508.759.4552

SECTION I \$ _____

SECTION II \$ _____

SECTION III \$ _____

SECTION IV \$ _____

SECTION V \$ _____

TOTAL PAYMENT \$ _____

Payment information (in U.S. funds)

- Check payable to Medical Library Association
- MasterCard Visa American Express
- Bill me. (MLA members only)
- P.O. number _____

Print name

Card number Exp. date

Signature

Membership Application

Join today and save on MLA '03 registration!

MLA memberships are designed to meet YOUR needs. For further information on membership categories and benefits, visit www.mlanet.org/joinmla/, contact MLA headquarters at 312.419.9094 x13, or email, info@mlahq.org.

Business/Work Address

This information will become part of your member record.

Last name, First name, Middle initial

Title

Institution

Library

Address

City State/Province Zip/Postal code

Country (if other than 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 other than the United States)

Payment Information

Dues are payable in U.S. dollars.

Enclosed is a check payable to the Medical Library Association for \$ _____

Please charge my: MasterCard Visa American Express

Credit card # Exp. date

Signature

If applying for membership with your MLA '03 registration, send this completed application along with the Registration Form on page 26 with payment to:

CDS-MLA
107 Waterhouse Road
Bourne, MA 02532
Fax, 508.759.4552

For Individuals

Please check the appropriate membership category.

- Regular Membership \$135
 - Your annual salary is \$24,000 or less. \$80
 - Introductory Membership \$90
- Affiliate Membership. \$80
- International Membership \$90
- Student Membership. \$30

For Institutions

Please check the appropriate subscription category.

Dues are based on total library expenditures, including salaries, but excluding grants and contracts.

- \$0-\$199,999 \$210
- \$200,000-699,999. \$345
- \$700,000+ \$495

Join an MLA Section, Too!

MLA sections represent varied subfields and areas of specialization.

Please check all the sections you would like to join and include section dues with your MLA dues.

- 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

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 here.



65 E. Wacker Place, Suite 1900
Chicago, IL 60601-7298
312.419.9094 • Fax, 312.419.8950
www.mlanet.org

Hotel Registration

Town and Country Resort Reservation Form

Contact Information

Please type or print clearly.
Use one form for each room request.
Photocopy additional forms if necessary.



Occupant name _____

Check here if you are sharing a room and require separate billing.

Roommate name _____ Arrival date _____ Departure date _____

Send confirmation to:

Name _____

Library/Organization _____

Address _____

City _____ State _____ Zip code _____

Telephone _____ Fax _____ Email _____

Arrival and Departure

Arrival Date: _____ Time: _____ A.M. P.M.

Departure Date: _____ Time: _____ A.M. P.M.

Deposit for Reservation

Enclosed is a check payable to the
Town and Country Resort & Convention Center for \$ _____

Please charge my: MasterCard Visa American Express

Credit card # _____ Exp. date _____

Signature _____

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

Room Type Preferences

Occupancy

- Single: Royal Palms (\$170 + tax)
- Double: Royal Palms (\$170 + tax)
- Triple: Royal Palms (\$190 + tax)
- Quad: Royal Palms (\$210 + tax)

- Single: Regency/Courtyard (\$160 + tax)
- Double: Regency/Courtyard (\$160 + tax)
- Triple: Regency/Courtyard (\$180 + tax)
- Quad: Regency/Courtyard (\$200 + tax)

- Single: Garden (\$150 + tax)
- Double: Garden (\$150 + tax)
- Triple: Garden (\$170 + tax)
- Quad: Garden (\$190 + tax)

Bed Type

- King bed
- Double bed
- No preference

Smoking Preference

- Smoking
- Nonsmoking

 Check here if you require special assistance in accordance with the American Disabilities Act.

Hotel Information

The Town and Country Resort & Convention Center is located in the center of the action in San Diego's Mission Valley with all the famous sights and attractions nearby. Adjacent, you will find world-class shopping, diverse dining, entertainment, and easy access to San Diego's light-rail trolley system, which stops on the property.

The hotel has a full-service Day Spa and Salon on the property. The resort's health club offers an array of exercise machines, a personal trainer, and scheduled aerobic classes at a nominal charge. There are four swimming pools and one whirlpool. Each guest room includes irons and ironing boards, in-room coffee, and modem compatible phones. Guest parking is \$5 per day.

You may use this form, reserve a room online at www.towncountry.com (access code MLA2003), or call the hotel directly. Be sure to mention MLA when you call to ensure you will receive the rates listed below. The deadline for the Town and Country Resort & Convention Center to receive your reservation is **Monday, April 7, 2003**. Reservations are processed on a first-come, first-served basis.

Room Reservation Guarantee

A first night's deposit is required for all reservations. You may guarantee your reservation by providing credit card information on the form, by telephone, or by a check mailed 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 Town and Country Resort & Convention Center at least forty-eight hours before scheduled arrival.

Check In/Check Out Times

Check in time is 3:00 P.M. Check out time is 11:00 A.M.

Meeting Rates

The rates on the form will prevail between April 27 and May 12, 2003, and are exclusive of city occupancy tax, currently 10.5% (subject to change). Room reservations and deposits should be received by the hotel no later than Monday, April 7, 2003, and are subject to availability within 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 this form or indicate this need to the reservation agent prior to your arrival.

Final Instructions

Telephone, mail, or fax your completed Hotel Reservation Form to the Town and Country Resort & Convention Center at the contact information listed below. You may also use the Web to make your hotel reservation. To ensure you receive the MLA room rate, please use the link listed below.

Town and Country Resort & Convention Center

500 Hotel Circle North
San Diego, CA 92108
Tel, 800.772.8527 or 619.291.7131
Fax, 619.294.4681

Website, www.towncountry.com, Access Code, MLA2003