

THE POWER OF LEADERSHIP • PATHS TO POWER
NEGOTIATION AND ADVOCACY • THE POWER OF COLLABORATION
LIBRARIES AND THE OPEN ACCESS MOVEMENT
NEW DEFINITIONS OF HEALTH LITERACY
THE POWER OF FRESH PERSPECTIVES
POWER TO THE PATIENT
NATIONAL AND
INTERNATIONAL
HEALTH INITIATIVES
PLUGGING INTO
POWER

Annual Meeting and Exhibition Preliminary Program



**Medical Library Association
May 21-26, 2004
Washington, DC
www.mlanet.org**

MLA MEDICAL LIBRARY
ASSOCIATION

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

AN INVITATION TO ATTEND

Seize the Power at MLA '04 in Washington, DC!

The power is building as MLA '04 approaches! The 2004 National Program Committee invites you to find your center of power in Washington, DC, from May 21–26. Whether it is the “power of one” or the “power of many,” “organizational power” or “personal empowerment,” MLA '04 promises something for everyone. Dynamic member contributions, transformational speakers, vibrant social events, and, of course, networking with friends and colleagues make MLA '04 the place to be. The MLA '04 schedule is a “power grid” of opportunities to regenerate and recharge your professional batteries and to find your “center of power.”



World famous geographer and ABC and NBC geography media personality, Harm de Blij, the John P. McGovern lecturer in '04, will weave together a tapestry interlinking geography and health. Contributed paper and poster sessions will again feature the thought-provoking work of our members as they share their expertise and ideas on topics as diverse as open access, collaboration, leadership, decision making, ecology, curricula, data mining, digital repositories, and much, much more. Knowledge is power, and, if the exciting programming is not enough, there are myriad continuing education courses. Exhibits of new products and services guarantee new solutions for old problems. The final morning of the meeting will focus on the power of innovation with a keynote speaker to kick off the morning. This Morning of Innovation will have three powerful sessions focused on innovative approaches to seemingly impossible issues. These collaborative sessions are cosponsored by different MLA units, many coming together for the first time to examine issues of concern that require a new and different approach.

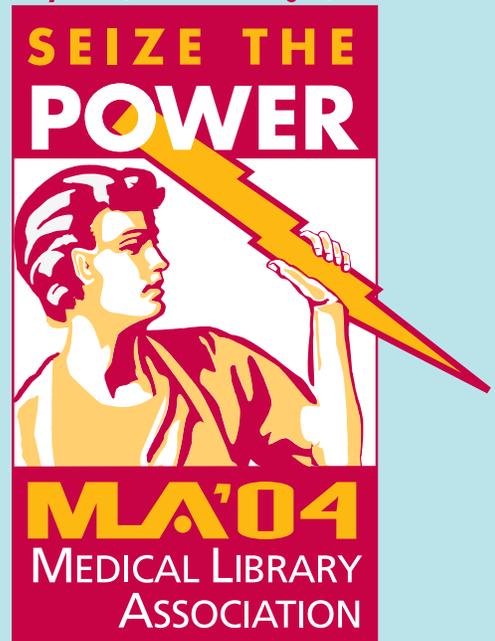
MLA's home for this meeting, Washington, DC, one of the most powerful cities in the world, is also a powerful city for things that have absolutely nothing to do with politics. Incredible cultural events, architectural beauty, resplendent gardens, outstanding museums, vibrant neighborhoods, great food, and exciting cultures and people are the real power of DC. The meeting hotel, the Hilton Washington, is no stranger to “power people” and is strategically located for you to take advantage of all the meeting and city have to offer. The Local Assistance Committee is working hard to make sure that attendees have a “powerful good time!” Washington is a family friendly city with loads of attractions such as the National Zoo, White House, Capitol, and Smithsonian museums just a short Metrorail ride away. Be sure you log in to the “Seize the Power” Website early and often to find out what is going on with the meeting and the city!

With all these MLA power players in one place, we are expecting the energy level in DC to soar! See you there!

—Mary Joan “MJ” Tooley, AHIP, chair, 2004 National Program Committee

—Gary Freiburger, AHIP, associate chair, 2004 National Program Committee

May 21–26, 2004 • Washington, DC



www.mlanet.org

MLA MEDICAL LIBRARY
ASSOCIATION
Quality information for improved health

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

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SCHEDULE

	FRIDAY, MAY 21	SUNDAY, MAY 23	MONDAY, MAY 24	TUESDAY, MAY 25	WEDNESDAY, MAY 26
	CE Courses (8 a.m.–5 p.m.) MLA Board of Directors Meeting (9 a.m.–5 p.m.) Credentialing Committee (7 p.m.–10 p.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.)	Committee Meetings (7 a.m.–9 a.m.) Sunrise Seminars (7 a.m.–8:15 a.m.) Section Business 3 (7:30 a.m.–9 a.m.)	Committee Meetings (7 a.m.–9 a.m.) Sunrise Seminars (7 a.m.–8:15 a.m.) Section Business 5 (7 a.m.–9 a.m.)	Committee Meetings (7 a.m.–9 a.m.) SIG/Informal Meetings/Power Surge 3 (7:30 a.m.–9 a.m.)
	SATURDAY, MAY 22				
7 a.m.					
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.)		Section CE Chairs (8 a.m.–9 a.m.) Orientation for Capitol Hill Visits (8 a.m.–9 a.m.)	Chapter CE Chairs (8 a.m.–9 a.m.)	
9 a.m.		Welcome to MLA '04 and Presidential Address (9 a.m.–10 a.m.)	Plenary 2 Janet Doe Lecture (9 a.m.–10 a.m.)	Presidential Inaugural Address and MLA '05 Invitation (9 a.m.–10 a.m.)	Plenary 3 Morning of Innovation (9 a.m.–noon)
10 a.m.		Plenary 1 McGovern Lecture (10:30 a.m.–noon)	Break* (10 a.m.–10:30 a.m.) MLA Business Meeting (10:30 a.m.–noon) Exhibits Open (10 a.m.–12:30 p.m.)	Break* (10 a.m.–10:30 a.m.) Exhibits Open (10 a.m.–3 p.m.) Poster Session 2 (10:30 a.m.–noon)	
noon	Section Council (noon–4 p.m.)	Chapter Council Presents Sharing Roundtables (noon–2 p.m.) Exhibits Open (noon–5 p.m.)	Awards Ceremony and Luncheon (12:30 p.m.–2 p.m.)		MLA Board of Directors (noon–1:30 p.m.)
1 p.m.			Exhibits Open (1:45 p.m.–5 p.m.)	NLM Update (1 p.m.–2 p.m.)	CE Courses (1 p.m.–5 p.m.) CE Committee (1:30 p.m.–5 p.m.)
2 p.m.		Section Programming 1 (2 p.m.–3:30 p.m.)	Poster Session 1 (2 p.m.–3:30 p.m.) Capitol Hill Day (2 p.m.–5 p.m.) Open Forums (2:30 p.m.–3:30 p.m.)	Break* (2 p.m.–2:30 p.m.) Section Programming 3 (2:30 p.m.–4 p.m.) Legislative Update (2:30 p.m.–4 p.m.)	Section Council (2 p.m.–4 p.m.)
3 p.m.		Break* (3:30 p.m.–4 p.m.)	Break* (3 p.m.–3:30 p.m.) Section Programming 2 (3:30 p.m.–5 p.m.)		
4 p.m.	New Leaders (4:15 p.m.–4:45 p.m.) Section/Chapter Leaders (4:45 p.m.–5:15 p.m.)	Section Business 2 (4 p.m.–5:30 p.m.)		SIG/Informal Meetings/Power Surge 2 (4:30 p.m.–6 p.m.) Poster Session 3 (4:30 p.m.–6 p.m.)	
5 p.m.	Welcome Reception and Opening of Hall of Exhibits (5:45 p.m.–7:45 p.m.)	International Visitors Reception (5:30 p.m.–6:30 p.m.) Library School Reunion (5:30 p.m.–6:30 p.m.)	Section Business 4 (5 p.m.–6:30 p.m.) SIG/Informal Meetings/Power Surge 1 (5 p.m.–6:30 p.m.) Hospital Libraries Section Event (5 p.m.–6:30 p.m.)		
7 p.m.				MLA Reception: Party with Powerful People (7 p.m.–10 p.m.)	
					THURSDAY, MAY 27 CE Committee (9 a.m.–5 p.m.)

*Complementary refreshments located in the Hall of Exhibits.

Register online at www.mlanet.org

FEATURED SPEAKERS

Sunday, May 23, 10:30 a.m.–noon

PLENARY 1



John P. McGovern Lecture

Harm J. de Blij

Sponsored in part by EBSCO.

Harm J. de Blij (pronounced “duh blay”) will convince you that geography is the most exciting subject on earth. He has spoken at the famous Chautauqua summer lectures and to many other knowledgeable audiences. Author, professor, and television personality, de Blij was the popular geography editor on ABC’s *Good Morning America* for seven years. In 1996, he joined *NBC News* as geography analyst. His geography series, *The Power of Place*, aired for several years on PBS.

Born in the Netherlands and the son of professional musicians, de Blij received his early education in Europe, undergraduate education in South Africa, and his doctorate in physical geography from Northwestern University, Evanston, Illinois.

He has conducted field research in several areas of the world, but most of his work has been in Africa. De Blij participated in the education and training of one of the first Peace Corps units to serve in Africa and accompanied that group of young Americans when it went to work in what was then the eastern region of Nigeria. He has written, coauthored, or edited thirty-two books and has written more than eighty articles for professional publications and journals.

Wednesday, May 26, 9:00 a.m.–noon

PLENARY 3



Ray Kurzweil and the Morning of Innovation Keynote

Sponsored in part by EBSCO.

“Innovation is the creation of the new or the rearranging of the old in a new way”

—Michael Vance

Medical librarians are in a time of change not seen before in our history. We are challenged to reexamine our services, our roles, and our resources and even who we are and who we will become. Never has it been more critical for us to understand the issues and develop innovative solutions or pathways. What does it mean to be innovative? Can one become innovative? This session will explore the power of innovation.

The morning will “power-up” with inventor, entrepreneur, author, and futurist, Ray Kurzweil. *The Wall Street Journal* calls Kurzweil “the restless genius,” and *Forbes* refers to him as the “ultimate thinking machine.” Kurzweil will challenge us to think creatively. For more information, visit his Web-sites www.kurzweiltech.com or www.KurzweilAI.net. After the speaker, three concurrent morning sessions sponsored and developed via partnerships between and among diverse MLA units will take place. These sessions include:

Monday, May 24, 9:00 a.m.–10:00 a.m.

PLENARY 2



The Janet Doe Lecture

Rick B. Forsman, AHIP, FMLA

Rick B. Forsman, AHIP, FMLA, directs the Denison Memorial Library at the University of Colorado Health Sciences Center–Denver. He received a bachelor’s degree in English from the University of Minnesota, a master’s degree in library science from Case Western Reserve University, and a master’s degree in public administration from the University of Colorado–Denver. Forsman has chaired or served on more than a dozen MLA committees, sections, and task forces and was named a Fellow of MLA in 1999. The following year MLA published volume eight of the *Current Practice in Health Sciences Librarianship* series, which he edited. He has served on the Board of Directors of the Association of Academic Health Sciences Libraries (AAHSL) and is a past president of AAHSL. Forsman has been an officer of the Health and Biosciences Libraries Section of the International Federation of Library Associations and Institutions. In addition, he participates in accreditation site visits for the American Library Association (ALA) and has chaired ALA’s Committee on Accreditation. He and his staff are currently designing a thirty-five-million-dollar biomedical library that is scheduled to open in early 2006.

Cease the Power: Returning Scientific Publishing to the Academy

Cosponsored by Collection Development, Technical Services, and Public Services Sections

Filtering without Fear: The Librarian’s Role in Distilling Knowledge

Cosponsored by MLA Board of Directors, Task Force on Expert Searching, Health Information Literacy Task Force, Task Force on the Information Specialist in Context, and Clinical Librarians and Evidence-based Health Care SIG

Seize the Power of the Next Generation: Innovative Ways to Recruit Young and Diverse Librarians

Cosponsored by Ad Hoc Professional Recruitment and Retention Committee; Relevant Issues Section; Medical Library Education Section; Membership Committee; African American Medical Librarians Alliance SIG; and Lesbian, Gay, Bisexual, and Transgendered Health Sciences Librarians SIG

The Morning of Innovation will cause us to examine what we know, rearrange, and invent or reinvent!

SPECIAL EVENTS BY DAY

Consult www.mlanet.org/am/am2004/ and the onsite *Official Program* for the latest details and program updates.

SATURDAY, MAY 22

Welcome Reception and Opening of Hall of Exhibits

5:45 p.m.–7:45 p.m.

Ticketed event. One ticket to the reception is included with inclusive and conference-only registrations. Purchase additional tickets on the Registration Form on page 28.

Take a festive tour of the exhibits, while enjoying drinks, appetizers, and great conversation.

SUNDAY, MAY 23

Majors 16th Annual Walk for Fun

6:30 a.m.–8:00 a.m.

Sponsored by Majors.

An invigorating morning walk, followed by a light breakfast.

New Members/ First-time Attendees Breakfast

7:30 a.m.–9:00 a.m.

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

MLA's Membership Committee welcomes new members and those attending the MLA annual meeting for the first time to a special welcome orientation and breakfast reception. Then at 9:00 a.m. the group heads over to the official welcome to MLA '04!

Chapter Council Presents Sharing Roundtables (Topics at right)

noon–2:00 p.m.

Optional ticketed event. A lunch ticket is required and costs \$28. Register by topic code number. Registration without a topic number cannot be processed.

Join your colleagues for lunch and informal discussions on a variety of topics. The roundtables provide an opportunity to share experiences, make new friends, and discuss mutual professional concerns and chapter activities and business. Facilitators will be at each table to initiate discussion and encourage participants to share their ideas, experiences, and concerns. If you would like to share your skills and expertise as a facilitator or a recorder, please email Jan LaBeause, AHIP, chair, Chapter Council Roundtables Committee, at labeause_j@mercer.edu.

International Visitors Reception

5:30 p.m.–6:30 p.m.

Sponsored in part by EBSCO.

A special welcome reception and orientation session reserved for international attendees and members of MLA's International Cooperation Section.

Library School Reunion

5:30 p.m.–6:30 p.m.

Meet and greet old friends and new. Connect with fellow alumni and catch up with what is happening at your library school. Alumni from all schools are welcome: US, international, and, of course, AWOLs (alumni without library schools), too.

ROUNDTABLE TOPICS

CODE # TOPIC

- 1 Academy of Health Information Professionals Membership
- 2 Archives—Traditional and Electronic
- 3 Benchmarking
- 4 Bioterrorism—Library Issues
- 5 Chairs and Incoming Chairs
- 6 Consumer Health
- 7 Copyright Issues with E-journals and E-books
- 8 Disaster Clean-up
- 9 Distance Education Services
- 10 Effective Library Reports
- 11 Electronic Document Delivery
- 12 Electronic Fund Transfer System
- 13 Evidence-based Medicine
- 14 Health Literacy
- 15 Informationists
- 16 Library Websites
- 17 License Negotiation
- 18 PubMed LinkOut
- 19 Marketing and Public Relations
- 20 Mentoring
- 21 Nontraditional Reference Services
- 22 One-person and One-librarian Libraries
- 23 Personal Digital Assistants and Health Care
- 24 Recruitment, Retention, and Staff Development
- 25 Rural Health Information Outreach
- 26 Service Quality and Outcomes Assessment
- 27 Strategic Planning
- 28 Survival Strategies for Hospital Libraries
- 29 Technology Issues for Hospital Librarians
- 30 Virtual Library Services

MONDAY, MAY 24

Sunrise Seminars

7:00 a.m.–8:15 a.m.

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

Awards Ceremony and Luncheon

12:30 p.m.–2:00 p.m.

Ticketed event. One ticket to the luncheon is included with inclusive registration. Purchase additional tickets on the Registration Form on page 28.

The recipients of MLA's 2004 awards, grants, and scholarships are honored.

Posters

Session 1: 2:00 p.m.–3:30 p.m.

Attend the poster session and learn best practices that have been field-tested by health information professionals. Both print poster and interactive computer demonstrations are part of this event. Presenters will staff the session to answer questions and describe their work.

Capitol Hill Day

2:00 p.m.–5:00 p.m.

Attendees are urged to participate in Capitol Hill Day to educate and communicate with Congress. An orientation session will be held Monday, May 24, from 8:00 a.m.–9:00 a.m. For updates on this event and background information, see the legislative updates found in the October and November 2003 editions of the online *MLA News* at www.mlanet.org/members/mla_news/2003/. Contact Mary Langman at 312.419.9094 x27 or langman@mlahq.org for additional information.

Open Forums

2:30 p.m.–3:30 p.m.

Hospital Libraries Section Business Meeting and Reception

5:00 p.m.–6:30 p.m.

Optional ticketed event; no charge, but registration required. Reserve tickets on the Registration Form on page 28.

Hosted by the Hospital Libraries Section (HLS), this combined business meeting and reception encourages attendees to meet section leaders, award recipients, and program speakers. Light refreshments will be served.

NEW Power Surge 1

5:00 p.m.–6:30 p.m.

Do you feel new ideas and questions "surging" up in you? Do you have a need to discuss these ideas with your MLA colleagues? Then Power Surges are for you! Held at the same time as special interest group (SIG) and informal meetings, Power Surges will give you the opportunity to meet with others with the same interests. Just follow the guidelines for scheduling informal meetings on page 25 and then use the annual meeting discussion list to advertise your session.

TUESDAY, MAY 25

Sunrise Seminars

7:00 a.m.–8:15 a.m.

See description above.

Posters

Session 2: 10:30 a.m.–noon

See description above.

National Library of Medicine Update

1:00 p.m.–2:00 p.m.

Legislative Update

2:30 p.m.–4:00 p.m.

Learn about issues directly affecting libraries, including what you can do to influence the legislative process. See Capitol Hill Day, Monday, May 24.

Posters

Session 3:

4:30 p.m.–6:00 p.m.

See description above.

NEW Power Surge 2

4:30 p.m.–6:00 p.m.

See description above.

MLA '04 Reception:

Party with Powerful People

7:00 p.m.–10:00 p.m.

Sponsored in part by the American Medical Association.

Ticketed event. One ticket to the reception is included with inclusive registration. Purchase additional tickets on the Registration Form on page 28.

Come and party with all of your powerful MLA friends at the "Party with Powerful People" or "P to the Third Power" event on Tuesday evening. Get into the theme by dressing as your favorite powerful person, be it a Power Puff Girl or Bill Gates. Or just come as your own powerful self! There will be music, dancing, food—everything you need to have a powerful good time.

WEDNESDAY, MAY 26

NEW Power Surge 3 7:30 a.m.–9:00 a.m. See description above.

IN THE HALL OF EXHIBITS

Saturday, May 22, 5:45 p.m.–7:45 p.m.

Sunday, May 23, noon–5:00 p.m.

Monday, May 24,

10:00 a.m.–noon, 1:45 p.m.–5:00 p.m.

Tuesday, May 25, 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 Center

Friday, May 21, through Wednesday, May 26

Sponsored by Elsevier.

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

Technology Pavilion

Hall of Exhibits Hours

The Technology Pavilion is a venue for vendors to demonstrate products in a theater-style arrangement with seating for about twenty. Attendees can take advantage of hands-on demonstrations of great products in action during exhibit hours.

Exhibitor List As of December 1, 2003

AMERICAN ACADEMY OF PEDIATRICS • AMERICAN CHEMICAL SOCIETY
AMERICAN COLLEGE OF OBSTETRICIANS AND GYNECOLOGISTS • AMERICAN
COLLEGE OF PHYSICIANS • AMERICAN HEALTH INFORMATION MANAGEMENT
ASSOCIATION • AMERICAN PSYCHOLOGICAL ASSOCIATION • AMERICAN
ROENTGEN RAY SOCIETY • ANNUAL REVIEWS BASCH SUBSCRIPTIONS/THE
REFERENCE SHELF • BioMED CENTRAL • BIOSIS • BLACKWELL PUBLISHING
BUTLER BOX • CABI PUBLISHING • CENTERS FOR DISEASE CONTROL &
PREVENTION • CINAHL INFORMATION SYSTEMS • CISTI–CANADA INSTITUTE
FOR SCIENTIFIC AND TECHNICAL INFORMATION • CYBERTOOLS FOR LIBRARIES
DIALOG • EBSCO INFORMATION SERVICES • ELSEVIER • EOS INTERNATIONAL
EX LIBRIS (USA) • HARRASSOWITZ BOOKSELLERS & SUBSCRIPTION AGENTS
HUMANA PRESS • INNOVATIVE INTERFACES • JAMA & ARCHIVES
JOURNALS/AMERICAN MEDICAL ASSOCIATION • JOHN WILEY & SONS • KARGER
LIPPINCOTT, WILLIAMS & WILKINS • MAJORS SCIENTIFIC BOOKS • MARCEL
DEKKER • MARCIVE • MATTHEWS MEDICAL & SCIENTIFIC BOOKS
MCGRAW–HILL COMPANIES • MEDICAL DATA EXCHANGE • NATIONAL LIBRARY
OF MEDICINE • NATURE PUBLISHING GROUP • NEW ENGLAND JOURNAL OF
MEDICINE • OVID • PROQUEST • REFWORKS • RITTENHOUSE BOOK
DISTRIBUTORS • SAGE PUBLICATIONS • SIRSI CORPORATION • SPRINGER–
VERLAG NEW YORK • SWETS BLACKWELL • TDNET • THERAPEUTIC RESEARCH
CENTER • THIEME MEDICAL PUBLISHERS • THOMSON ISI • UPToDate

*To exhibit at MLA '04, contact Marybeth Durkin, Hall–Erickson Inc.,
at 630.434.7779, or marybeth@heicexpo.com.*

SERVICES

Colleague Connection

This popular networking program pairs a new member or first-time attendee with an experienced member. Once assigned, each pair works out their own meeting schedule. To participate, please contact Beverly Bradley, 312.419.9094 x13 or mlams2@mlahq.org by April 30, 2004. Indicate whether you want to be paired with an experienced member or want to help a new colleague.

MLA Connection Booth

Saturday, May 22, noon–7:30 p.m.

Sunday, May 23, 8:30 a.m.–5:00 p.m.

Monday, May 24,

8:30 a.m.–noon, 2:00 p.m.–5:00 p.m.

Tuesday, May 25, 8:30 a.m.–4:00 p.m.

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

Placement Service

Sunday, May 23, 10:30 a.m.–4:00 p.m.

Monday, May 24–Tuesday, May 25,

9:00 a.m.–5:00 p.m.

Wednesday, May 26, 9:00 a.m.–1:00 p.m.

Take advantage of this 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/am2004/ or requesting a form by 312.419.9094 x13 or email request to mlams2@mlahq.org.

All forms will be accepted whether or not you are able to attend MLA '04; only employers are assessed fees for participating. See page 23 for further instructions.

CONTINUING EDUCATION

Power up your knowledge and skills at MLA '04. 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 today. Room assignments will be listed in the *Official Program*.

For a more detailed description of each course, visit www.mlanet.org/education/cech/ or www.mlanet.org/am/am2004/.

Special Course Suites

★ **CHIS Consumer Health Information Specialist**

These courses present the latest resources and ideas in the consumer health information field and are approved courses for MLA's Consumer Health Specialization Program.

▲ **EST Expert Searcher Training**

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

◐ **EP Electronic Publishing**

These courses focus on aspects of the electronic publishing industry.

✎ **HANDS-ON Hands-On Computer Courses**

All hands-on computer courses will be held at an offsite facility in Washington, DC, not at the Hilton Washington. The facility will be named in the *Official Program*, and transportation from the hotel will be provided.

MLA 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 21

Full-Day Courses, 8:00 a.m.–5:00 p.m.

100 Licensing Electronic Resources

Through lecture, debate, and student participation, you will learn strategies for developing a license management model, including: building a team for license evaluations and negotiation, a clause-by-clause analysis of an existing license agreement, negotiating strategies, and techniques for building a productive relationship with your legal department.

INSTRUCTORS: Laurie L. Thompson, AHIP, director of libraries, University of Texas Southwestern Medical Center–Dallas, and Harry Yout, lawyer, Hermosa Beach, CA

LEVEL: Beginning +

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

400 Evidence-based Information Service

▲ **Delivery: Oh, Librarian, Where Art Thou?**

This course will provide librarians with the necessary understanding, skills, and overview of resources to deliver evidence-based information to health care professionals. Participants will take part in discussions on developing partnerships with health professionals to create new modes of information delivery and the evolving role of librarians as evidence-based information service providers.

INSTRUCTORS: Susan E. Meadows, medical librarian III and adjunct assistant professor, Information Management and Resource Center, Family and Community Medicine, and Deborah Ward, AHIP, director, J. Otto Lottes Health Sciences Library, University of Missouri–Columbia

LEVEL: Intermediate **PREREQUISITE:** Intermediate level of search experience and a solid understanding of the principles of evidence-based medicine (EBM) as well as some familiarity with EBM resources.

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

ATTENDANCE MAXIMUM: 25

Friday, May 21, continued

Full-Day Courses, 8:00 a.m.–5:00 p.m.

500 Technology Planning for Health Sciences Librarians

Participants will gain skills in identifying emerging and submerging technologies that impact library services and will develop practical tools for integrating new technologies into strategic planning through lecture, model building and manipulation, case study, and group discussion. Participants will gain a new perspective on the influence technology has on the planning process.

INSTRUCTORS: Scott Garrison, adjunct instructor, School of Library Science and Information, and Wallace McLendon, associate director, library services, Health Sciences Library, University of North Carolina–Chapel Hill

LEVEL: Intermediate **PREREQUISITE:** Experience with planning **COST:** \$260 (nonmember, \$310)

ATTENDANCE MAXIMUM: 30

600 Developing Your Own Web-based Course: How to Make It Happen



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

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

LEVEL: Beginning **PREREQUISITE:** Good Windows skills, Web creating skills advantageous but not required

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

ATTENDANCE MAXIMUM: 24

601 Evidence-based Public Health: Finding and Appraising Relevant Resources



This course will provide an introduction to evidence-based public health for librarians and knowledge managers. An overview of primary resources in public health collection development will develop into a foundation of knowledge. Case studies based on real public health questions will bring the participants face-to-face with a variety of resources. Lastly, critical appraisal of public health literature will build participants' confidence with evaluating the results of their searches and applying information to public health decision making.

INSTRUCTORS: E. Hatheway Simpson, project coordinator, Lamar Soutter Library, University of Massachusetts Medical School–Worcester; Kristine M. Alpi, AHIP, library manager, Public Health Library, New York City Department of Health and Mental Hygiene, New York, NY; and Nancy Allee, AHIP, Public Health Library, University of Michigan–Ann Arbor

LEVEL: Beginning + **COST:** \$360 (nonmember, \$410)

ATTENDANCE MAXIMUM: 24

Six-Hour Courses, 8:00 a.m.–3:00 p.m.

210 Planning and Managing Consumer Health Libraries



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

LEVEL: Beginning + **COST:** \$235 (nonmember, \$285)

ATTENDANCE MAXIMUM: 50

Six-Hour Courses, 8:00 a.m.–3:00 p.m.**511 Advanced Personal Digital Assistants (PDAs) for Librarians**

Expand your knowledge of personal digital assistants (PDAs), including: library services, wireless technologies, the Health Insurance Portability and Accountability Act (HIPAA) and security, development and conversion of library content for PDAs, and new mobile technologies such as the Tablet PC.

INSTRUCTORS: Gabriel R. Rios, assistant director, Information Services and Technology, and Andrea S. Horne, learning resources manager, Claude Moore Health Sciences Library, University of Virginia Health System—Charlottesville

LEVEL: Intermediate **PREREQUISITES:** PDAs **COST:** \$310 (nonmember, \$360) **ATTENDANCE MAXIMUM:** 24

Six-Hour Course, 10:00 a.m.–5:00 p.m.**421 Unified Medical Language (UMLS) Basics**

Seize the power of the Unified Medical Language System (UMLS). Students will gain a basic comprehension of the three dynamic UMLS knowledge sources and lexical and other software programs and the ways they are used. Students learn criteria for assessing the usefulness of controlled vocabularies in and beyond the UMLS. Students become familiar with the Health Insurance Portability and Accountability Act (HIPAA)-approved medical vocabularies distributed via the UMLS and are empowered by a better understanding of medical vocabulary standards and their increasingly vital role in improving health care.

INSTRUCTORS: Carolyn Tilley, advisor, UMLS, Bibliographic Services Division, and Janice H. Willis, librarian, MEDLARS Management Section, National Library of Medicine, Bethesda, MD

LEVEL: Intermediate + **COST:** \$235 (nonmember, \$285)

Half-Day Courses, 8:00 a.m.–noon**231 Planning Library Promotion Campaigns**

Learn to create a promotion campaign step-by-step through group activities using a typical library promotion scenario.

INSTRUCTOR: Christine A. Olson, principal consultant, Chris Olson and Associates, Arnold, MD

LEVEL: Beginning **COST:** \$185 (nonmember, \$235) **ATTENDANCE MAXIMUM:** 30

330 Molecular Biology and Genetics for Librarians

This course covers basic concepts in molecular biology and genetics, including DNA structure and function, transcription, translation, mutation, and genetics of human disease.

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

LEVEL: Beginning **COST:** \$185 (nonmember, \$235) **ATTENDANCE MAXIMUM:** 30

Half-Day Courses, 1:00 p.m.–5:00 p.m.**141 Joint Commission Standards: Management of Information and Beyond**

Take this class for an understanding of the Joint Commission on Accreditation of Healthcare Organizations (JCAHO) Standards for information management and their implications for hospitals and health care organizations. Participants will learn the key issues related to providing and managing knowledge-based information (KBI) to support the environment of care, quality, and patient safety. The class highlights the Shared Vision-New Pathways initiative, including the new survey process and the 2003 standards consolidation. Using scenarios, case studies and group discussion, participants will clarify the library's role in maintaining organizational JCAHO compliance.

INSTRUCTORS: Susan Schweinsberg Long, AHIP, library director, Medical Library, Virginia Mason Medical Center, Seattle, WA, and Janet Cowen, AHIP, Library, Maine Medical Center—Portland

LEVEL: Beginning **COST:** \$185 (nonmember, \$235)

542 Launching a Public Digital Archive: Software, Policies, Management, and Marketing

Acquire a conceptual and practical foundation for creating successful institutional and individual open access archives of digital resources. This survey course is intended for decision makers and project leaders who need to understand issues and facets of a digital repository serving a public interest. Web administrators and individuals creating a personal public archive would also benefit from this broad perspective course.

INSTRUCTOR: Charles Greenberg, head, Reference Services, Cushing/Whitney Medical Library, Yale University, New Haven, CT

LEVEL: Beginning **PREREQUISITES:** Internet literacy **COST:** \$185 (nonmember, \$235) **ATTENDANCE MAXIMUM:** 50

Saturday, May 22**Full-Day Courses, 8:00 a.m.–5:00 p.m.****152 Managing Electronic Resources: Beyond the Basics**

The course will provide training in managing electronic resources at an advanced level. Concepts to be covered include setting up standard workflows and training for staff, developing an electronic resource management tool, operating in a consortial environment, next generation interfaces and linking, instruction and reference issues for e-resources, and more. Class members will not be given set solutions and procedures but, instead, will be given the tools to adapt what they learn to their own environments. Hands-on exercises and group discussions will enable attendees to apply class concepts to their own needs.

INSTRUCTORS: Kimberly Parker, head, Electronic Collections, Yale University Library, New Haven, CT; Ivy Anderson, coordinator, Digital Acquisitions, Office for Information Systems, Harvard University Library, Cambridge, MA, and Sue M. Woodson, librarian, Electronic Public Access Services, and librarian, Anthropology, Johns Hopkins University, Baltimore, MD

LEVEL: Intermediate + **PREREQUISITES:** Basic knowledge of electronic resources, e-resources marketplace, and e-resource interaction with other library collections **COST:** \$260 (nonmember \$310)

ATTENDANCE MAXIMUM: 75

Saturday, May 22, continued
Full-Day Courses, 8:00 a.m.–5:00 p.m.**252 Marketing as if Your Library Depended on It**

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

LEVEL: Intermediate **COST:** \$260 (nonmember, \$310) **ATTENDANCE MAXIMUM:** 50

351 How to Find Good, Complementary and Alternative Medicine (CAM) Information on the Web: For Health Care Consumers and Professionals

This is a hands-on Web-based course, in which participants will learn how to efficiently search for, identify, and evaluate complementary and alternative medicine (CAM) information on the Web.

INSTRUCTOR: Diane K. Kovacs, Web teacher, Kovacs Consulting, Internet and Web Training, Brunswick, OH

LEVEL: Beginning **COST:** \$360 (nonmember, \$410)

ATTENDANCE MAXIMUM: 24

352 Providing Health Information Resources and Services in Other Languages

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.

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

LEVEL: Beginning +

PREREQUISITES: Familiarity with search engines and use of the Internet to find health information

COST: \$360 (nonmember \$410)

ATTENDANCE MAXIMUM: 24

452 Medical Subject Headings (MeSH) for Searchers

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

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

LEVEL: Beginning

PREREQUISITES: Previous experience using MEDLINE databases **COST:** \$260 (nonmember, \$310)

ATTENDANCE MAXIMUM: 20

Saturday, May 22, continued on page 17

Saturday, May 22, continued

Full-Day Courses, 8:00 a.m.–5:00 p.m.**553 High-Impact Design for the Web and PowerPoint: A Hands-On Workshop**

Tired of boring but “instructionally sound” presentations and Web pages? Learn how to build slides, Websites, and Web courses that are easy to understand and look cool. This workshop will introduce librarians to principles of visual design using graphics such as illustrations, images, cartoons, and charts. We will discuss page layouts and templates, manipulate images using graphic software, and determine fonts for headers, text, and captions. Participants will learn how to improve photographs and illustrations, decrease file size, add transparency and masks to help graphics blend in elegantly with backgrounds. Finally, participants will learn how to create a basic animation. Discussion will include an analysis of the shared traits, as well as the differences, of electronic and print publishing.

INSTRUCTOR: Jan Buhmann, consultant, Online Learning and Technology Implementation, Eugene, OR
LEVEL: Beginning **PREREQUISITE:** Good Windows skills
COST: \$360 (nonmember, \$410)
ATTENDANCE MAXIMUM: 24

652 Evidence-based Medicine and the Medical Librarian

This course is an introduction for medical librarians to evidence-based medicine (EBM) and the role the librarian can play in its practice. Participants will learn to identify the parts of a well-built clinical question, be able to judge the validity of studies, and ascertain the roles librarians can undertake in providing EBM training and support. The course utilizes course material, independent readings, reviews, and exercises.

INSTRUCTOR: Connie Schardt, AHIP, education coordinator, Medical Center Library, Duke University, Durham, NC, and Julie Garrison, AHIP, director, Off-Campus Library Services, Central Michigan University–Mt. Pleasant
LEVEL: Beginning + **PREREQUISITE:** Some familiarity with the Web **COST:** \$260 (nonmember, \$310)
ATTENDANCE MAXIMUM: 25

653 Teaching Information Literacy

The ability to teach adults and demonstrate online resources is an increasingly critical skill for health sciences librarians. The course will include videotaping of participants. You will leave this class more confident and comfortable about teaching.

INSTRUCTOR: Nancy Ottman Press, library director and assistant professor, Mars Hill Graduate School, Bothell, WA
LEVEL: Beginning + **COST:** \$260 (nonmember, \$310)
ATTENDANCE MAXIMUM: 25

Full-Day Courses, 8:00 a.m.–5:00 p.m.**750 Focus Group Interviewing: A Qualitative Research Methodology for the Library**

Focus group interviewing is a qualitative technique that gathers information about the opinions, knowledge, perceptions, and concerns of small groups of individuals on a particular topic. All sorts of service organizations have used the technique to evaluate their programs and services by gaining a better understanding of what their users think. Health sciences libraries will find this a useful method to gain insight into the needs and expectations of their patrons and into their own success or failure in meeting those needs. This course will explain the difference between qualitative and quantitative research and examine the focus group interview methodology. Applications of focus group interviewing specific to the health sciences library environment will be discussed.

INSTRUCTORS: Claire Hamasu, associate director, Eccles Health Sciences Library, NN/LM MidContinental Region, Salt Lake City, UT, and Beryl Gritz, consultant, Sebastopol, CA
LEVEL: Beginning **COST:** \$260 (nonmember, \$310)
ATTENDANCE MAXIMUM: 20

751 Measuring the Difference: Strategies for Planning and Evaluating Health Information Outreach Programs

Examine theories and best practices for maximizing and measuring success in outreach programs. Learn methods to improve outreach and assess its impact. Cover the key concepts and phases of program planning and evaluation, including needs assessments, goals and objectives, strategies and activities planning, and outcomes measurement. Understand the theories in outreach strategy development and evaluation and the process for developing and conducting various types of evaluation.

INSTRUCTORS: Catherine Burroughs, assistant director, NN/LM Outreach Evaluation Resource Center, and Maryanne Blake, coordinator, Education and Communication, NN/LM Pacific Northwest Region, University of Washington–Seattle
LEVEL: Beginning + **COST:** \$260 (nonmember, \$310)
ATTENDANCE MAXIMUM: 25

Six-Hour Course, 8:00 a.m.–3:00 p.m.**263 Writing and Editing for Peer-reviewed Library Journals**

Learn how to organize your ideas, select resources, and get over writer’s block. You will walk away with an understanding of the publication process, the ethical issues involved with authorship and duplicate publishing, and ways to negotiate effectively with editors and reviewers.

INSTRUCTOR: David L. Armbruster, head, Scientific Publications and Library Communications, Health Sciences Library, University of Tennessee Health Science Center–Memphis
LEVEL: Beginning **COST:** \$235 (nonmember, \$285)
ATTENDANCE MAXIMUM: 30

Half-Day Courses, 8:00 a.m.–noon**274 Face to Face: Strategies for Effective Consumer Health Communication**

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

INSTRUCTOR: Michele Spatz, director, Planetree Health Resource Center, Mid-Columbia Medical Center, The Dalles, OR
LEVEL: Beginning + **COST:** \$185 (nonmember, \$235)
ATTENDANCE MAXIMUM: 50

Half-Day Courses, 8:00 a.m.–noon**275 Library Directors: Knowledge, Skills, and Career Paths**

Issues facing academic health sciences library directors—including budgets and planning, fundraising, politics, and organizational strategy—will be discussed. Career paths and strategies for obtaining necessary skills will be emphasized.

INSTRUCTORS: Wayne Peay, FMLA, director, Eccles Health Sciences Library, University of Utah–Salt Lake City; Rick Forsman, AHIP, FMLA, director, Denison Memorial Library, University of Colorado Health Sciences Center–Denver; and Judith Messerle, AHIP, FMLA, director, Countway Library of Medicine, Harvard Medical School, Boston, MA
LEVEL: Intermediate **COST:** \$185 (nonmember, \$235)
ATTENDANCE MAXIMUM: 25

373 Genomics, Proteomics, and Bioinformatics for Librarians

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

INSTRUCTOR: Michele Tennant, AHIP, bioinformatics librarian, Health Sciences Center Libraries and Genetics Institute, University of Florida–Gainesville
LEVEL: Intermediate
PREREQUISITES: “Molecular Biology and Genetics for Librarians” or “Molecular Biology Information” courses 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

Half-Day Courses, 1:00 p.m.–5:00 p.m.**384 Finding Measurement Tools: A Basic Introduction**

Tests are frequently requested by researchers and practitioners to aid in the assessment or evaluation of their subjects, clients, or patients. This course will introduce participants to the topic, show them how to find tests, locate copies and reviews, and highlight problems.

INSTRUCTORS: Janet Schnall, AHIP, information management librarian, and Angela Lee, head and social work librarian, Health Sciences Libraries, University of Washington–Seattle
LEVEL: Beginning + **PREREQUISITES:** Participants should be familiar with concepts of database searching **COST:** \$185 (nonmember, \$235)
ATTENDANCE MAXIMUM: 30

385 Data Detective: Finding the Jewels of Public Health Data Sets

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

INSTRUCTOR: Hongjie Wang, AHIP, head, Information and Education Services Department, Lyman Maynard Stowe Library, University of Connecticut Health Center–Farmington
LEVEL: Beginning **COST:** \$185 (nonmember, \$235)
ATTENDANCE MAXIMUM: 30

Saturday, May 22, continued on page 19

Saturday, May 22, continued
Half-Day Courses, 1:00 p.m.–5:00 p.m.

386 Immunology for Librarians

Gain an understanding of the basic concepts in immunology, including anatomy and physiology with special attention to cellular and molecular concepts. The class will reinforce vocabulary and search terminology (MeSH) and introduce participants to a variety of basic print and electronic resources available in the areas of immunology.

INSTRUCTOR: George F. McGregor, director, Information Services, Library and Information Center, Chiron Corporation, Emeryville, CA

LEVEL: Beginning **COST:** \$185 (nonmember, \$235)

Wednesday, May 26
Half-Day Courses, 1:00 p.m.–5:00 p.m.

193 Communicating with Physicians: For Librarians

Learn how to communicate more effectively with physicians. The overall goal is for librarians to understand what the viewpoint of physicians is during a library transaction and how the librarian can direct the interaction in a positive manner. The outcome of the course is that the librarian gains firsthand knowledge from a physician on what the physician's expectations are during a library transaction.

INSTRUCTORS: Bradley A. Long, senior information services librarian, Scott Memorial Library, Thomas Jefferson University, Philadelphia, PA, and Peter M. Jucovy, chair, Institutional Review Board, Philadelphia Veterans Affairs Medical Center, Philadelphia, PA

LEVEL: Beginning **COST:** \$185 (nonmember, \$235)

Wednesday, May 26, continued
Half-Day Courses, 1:00 p.m.–5:00 p.m.

397 Integrating Molecular Biology Databases into the Health Care Informatics Environment

Review the biology of cells, nucleic acids and proteins, the biological and biochemical sources of the data of bioinformatics. That review will be followed by a second lecture and discussion, leading to high-level understanding of the technologies that permit determination of the sequences and structures that are deposited in major repositories such as GENBANK and PDB. Finally, participants will be given case studies asking them to locate and view specific sequences and protein molecules and, using tools provided by National Center for Biotechnology Information (NCBI), associate those molecules with relevant literature.

INSTRUCTORS: Bruce Byrne, associate director for education, The Informatics Institute, and Betty Jean Swartz, information management librarian, Camden Campus Library, University of Medicine and Dentistry of New Jersey (UMDNJ)—Camden, and Roberta Bronson Fitzpatrick, associate director, Smith Library of the Health Sciences, UMDNJ—Newark

LEVEL: Beginning **COST:** \$260 (nonmember, \$310)

ATTENDANCE MAXIMUM: 24

398 Fundamentals of Funding: Helping Investigators Identify Research Funding

Learn how to help your users find research grants. Practice searching the commercial databases, Community of Science and IRIS. Find out about the funding process at the National Institutes of Health (NIH) and where to find NIH funding information. Discover when and how to search the Federal Register, Fed

BizOpps, or any of the free federal databases for funding information. Understand how to find private and local funding. Finally, learn tips on how to teach funding information to your users and how to provide a variety of funding services.

INSTRUCTOR: Martha L. Means, consultant, Seattle, WA

LEVEL: Beginning **COST:** \$260 (nonmember, \$310)

ATTENDANCE MAXIMUM: 24

399 Nursing on the 'Net: Health Care Resources You Can Use

Looking for the latest developments in patient care but finding too much, too little, or inadequate information? This workshop is designed for librarians responsible for information services to the nursing and allied health professions. Participants will learn to use and evaluate Web-based health information resources, find online news services, online continuing education courses, and consumer health Websites. Participants will also learn to search the National Library of Medicine's MEDLINE database of over fourteen million citations using the PubMed interface. The workshop will also cover MEDLINEplus, the National Library of Medicine's Website for consumer health information.

INSTRUCTORS: Tammy Mays, AHIP, consumer health coordinator, NN/LM Greater Midwest Region, University of Illinois—Chicago, and Edwina Theirl, outreach coordinator, Medical Center Library, University of Kentucky—Lexington

LEVEL: Intermediate

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

SYMPOSIA

Saturday, May 22, 2004, 8:00 a.m.–5:00 p.m.

841 Medical School Experience

Medical School Experience, modeled on the Mini Medical School program, is an introduction to how medical students become physicians as well as an orientation to anatomy, physical exam, and diagnosis; physiology and pathophysiology; and pharmacology for participants.

The symposium offers participants the opportunity to learn the subjects important to medical students and to understand how students progress through medical school, moving from their preclinical to clinical years.

For the symposium, participants will be divided into small groups for interactive learning sessions. At the end of the symposium, participants will hear a panel of librarians discuss how to implement a Medical School Experience (or Mini Medical School) at their home institutions and how to best continue the learning process through self-study.

The instructors are internal medicine physicians from Mt. Sinai School of Medicine, New York, NY, an academic health sciences center, with experience in teaching medical students and in continuing medical education settings.

INSTRUCTORS: Audrey Chun, assistant professor • Helen Fernandez, assistant professor and associate fellowship director • Reena Karani, assistant professor and director, Geriatrics Consultation and Liaison Services • David C. Thomas, assistant professor and director, Internal Medicine Associates

COST: \$280 (nonmember \$330) **ATTENDANCE MAXIMUM:** 100

MLA CE CONTACT HOURS: 8 **SPONSOR:** New York-New Jersey Chapter of MLA

Wednesday, May 26, 1:00 p.m.–5:00 p.m.

842 Seize the E-journal: Models for Archiving

Online access to full-text information has completely changed the definition of libraries. Traditionally, libraries have been accountable not only for acquiring information resources, but also for archiving and keeping published literature. Now, much of the information acquired by libraries is housed on a host site, such as a publisher's site or an aggregator's site. As more and more health sciences libraries cancel their print subscriptions, it is necessary to understand various types of archiving options, so that libraries can make informed decisions about perpetual access to information resources. Archiving issues should be of concern to all types and sizes of libraries, because, ultimately, planning, cooperation, and licensing will be the only options for providing access to information resources.

This symposium will give participants the opportunity to:

- become familiar with some current electronic journal archiving models
- discuss future-oriented collection development priorities and strategies for individual, organizational, consortia, and national libraries

The symposium will include:

- experts' presentations on their archiving models
- reaction to panel members' input on the impact, feasibility, and interest level in the models for various types of libraries
- participants' breakout session discussions of existing archiving models and future archiving priorities and standards

After registering, the symposium planning committee will contact participants for their first and second choice of breakout sessions. For more detailed information, visit: colldev.mlanet.org, under "Annual Meeting."

FACILITATORS AND PANELISTS: Betsy L. Humphreys, AHIP, deputy director, National Library of Medicine, Bethesda, MD • Eileen Gifford Fenton, executive director, Electronic-Archiving Initiative, JSTOR, Princeton, NJ • Erik Oltmans, manager, e-Depot, National Library of the Netherlands, Den Haag, The Netherlands • Victoria Reich, director, LOCKSS Program, Library, Stanford University, Stanford, CA • Edwin Sequeira, project manager, PubMed Central, Bethesda, MD

COST: \$185 (nonmembers \$235) **ATTENDANCE MAXIMUM:** 100

MLA CE CONTACT HOURS: 4 **SPONSOR:** MLA's Collection Development Section

SECTION-SPONSORED PROGRAMMING

Twenty-three MLA sections represent the varied subfields and areas of specialization of the association's membership, including medical informatics and consumer health. MLA also sponsors informal special interest groups (SIGs).

For a list of sections and links to information, visit www.mlanet.org/sections/sections.html.
For a list of SIGs, visit www.mlanet.org/sections/sigs.html

Session 1: Sunday, May 23, 2:00 p.m.–3:30 p.m.

Session 2: Monday, May 24, 3:30 p.m.–5:00 p.m.

Session 3: Tuesday, May 25, 2:30 p.m.–4:00 p.m.

Programs are presented alphabetically by primary sponsor.

All sessions are sponsored in part by Swets Information Services.

SESSION 1 Sunday, May 23, 2:00 p.m.–3:30 p.m.

SPONSOR: Consumer and Patient Health Information Section

COSPONSOR: Hospital Libraries Section

Power in the Trenches

In this panel presentation, consumer health librarians will share stories from the trenches. Your colleagues' successes in funding, marketing, and outreach; managing volunteers; programming; and other aspects of providing consumer health information services will be highlighted. **FORMAT: Invited speaker panel**

SPONSOR: Dental Section

COSPONSORS: Health Association Libraries, History of the Health Sciences, and Technical Services Sections

Using the Power of the Past to Energize the Present

Much of the valuable information in organizations is archival in nature but is frequently overlooked or not used. Accessibility, storage, and ease of manipulation all aid in the profitable use of archival collections and institutional memory—and digitization can be key. Speakers at this session will focus on innovations in digitizing archival collections and institutional memory to facilitate use within organizations. Technological aspects will be a primary focus with information on funding sources and special handling of original materials included.

FORMAT: Invited and contributed papers

SPONSOR: Educational Media and Technologies Section

COSPONSORS: Medical Informatics, International Cooperation, and Public Health/Health Administration Sections

Educating the 21st Century Health Professional

The digital library environment presents new challenges and opportunities for educating health professionals worldwide about locating and managing information. The clinician, researcher, public health worker, and student have access to a complex set of information resources in the digital library environment. By its nature, the digital library requires new technical strategies for delivering instruction. Papers will address strategies for providing instruction to users when and where they need it in the global digital library environment. Case studies, program descriptions, and outcomes research in the area of teaching and technology will be presented. **FORMAT: Contributed papers**

SPONSOR: History of the Health Sciences Section

COSPONSOR: Nursing and Allied Health Resources Section

The Power of Leadership

The power specific individuals or research directions yield in a profession cannot be underestimated, because they have the potential to shape the present. This session will examine the role of key figures and research directions in health information, medicine, and nursing.

FORMAT: Invited speakers

SPONSOR: Hospital Libraries Section

COSPONSOR: Leadership and Management Section

Power Rangers: Plugging into the Power

Finding the true source of power in the institution and becoming a part of it is essential to the hospital librarian's success. Marketing services to sources of power can be accomplished in different ways with excellent results. The session will explore how "power rangers" plug into power. **FORMAT: Contributed papers**

SPONSOR: Medical Library Education Section

Emerging Ideas: The Power of Fresh Perspectives

This session will highlight some of the field's most innovative and creative ideas emerging from its newest members. Scholarly work will be presented by first-time presenters who are current or recently graduated library and information science (LIS) master degree or doctoral students, as well as individuals from postgraduate training programs in LIS, medical informatics, or related fields. A variety of topics related to the health information profession in general will be presented.

FORMAT: Contributed papers

SPONSOR: Pharmacy and Drug Information Section

Plug into the Source: The 2004 EMBASE.com Lecture Sponsored in part by Elsevier.

Join us for the 2004 EMBASE.com lecture, sponsored by Elsevier. This year a representative from the Food and Drug Administration will speak about new developments in the Center for Drug Evaluation and Research.

FORMAT: Invited speaker

SPONSOR: Public Health/Health Administration Section

Mining Data for Knowledge Generation: Collecting, Using, and Promoting Data Sets

Developing standards in public health data collection allow national and international data sets to be mined by researchers and practitioners. This session will explore the value of standards in organizing data, efforts to identify and promote data repositories, and ways data sets are processed to generate new knowledge. Contributed papers on roles for information professionals supporting access to and use of data sets will be presented.

FORMAT: Invited and contributed papers

SPONSOR: Relevant Issues Section

COSPONSORS: Federal Libraries and Public Services Sections

Affronts to Library Liberty:

Legal, Ethical, and Practical Responses

Censorship is imposed by computer filters and by the removal or alteration of health information from libraries, depositories, and Websites. Information is restricted by license clauses and copyright law modifications. From the Health Insurance Portability and Accountability Act to the Uniting and Strengthening America by Providing Appropriate Tools Required to Intercept and Obstruct Terrorism (USA PATRIOT) Act, patron privacy is both protected and threatened. How can health sciences librarians defend patron rights and help patrons navigate the maze of laws and regulations affecting access to health information?

FORMAT: Invited speakers

SPEAKER: Jessamyn West is the editor of *librarian.net* and a frequent lecturer, writer, and activist on library issues. She has worked for public and academic libraries as well as Google Answers and the Gates Foundation and is currently the outreach librarian for the Rutland Free Library in Rutland, VT. She coedited the radical library worker compilation *Revolt Librarians Redux*.

SPONSOR: Research Section

COSPONSORS: Assessment and Benchmarking and Clinical Librarians and Evidence-Based Health Care SIGs

The Power of Evidence (Part 1): How Benchmarking Can Make Your Point

Usage statistics and benchmarking with other libraries can provide the evidence you need to remain viable and prove your worth at the institutional, regional, and national levels. **FORMAT: Invited and contributed papers**

SESSION 2

Monday, May 24, 3:30 p.m.–5:00 p.m.

SPONSOR: Cancer Librarians Section

COSPONSORS: Relevant Issues and Research Sections and Lesbian, Gay, Bisexual, and Transgendered Health Sciences Librarians SIG

Making Critical Decisions: End-of-life Health Care

Health sciences librarians play a key role in helping patients experience a dignified, comfortable, and peaceful death. From advance directives to grief and bereavement, from hospice care to pain management, patients and care givers have significant and varied information needs. Librarians improve the quality of compassionate care for people who are dying by providing health, legal, and ethical information. How can librarians best assist those making critical decisions regarding end-of-life health care? **FORMAT:** Invited and contributed papers

SPONSOR: Chiropractic Librarians Section

COSPONSOR: Public Health/Health Administration Section

Eco-Power: Taking Back the Environment

The relationship between the environment and the health of individuals and communities is well established. The most familiar aspects of it include the health of at-risk populations, environmental justice, and programs such as the Centers for Disease Control and Prevention's Active Community Environments Initiative (ACES). But the relationship between a healthy environment and environmental health is also being affected by geopolitical decisions, including the potential for ecoterrorism. Presenters will examine the role health information professionals play in the new environmentalism. **FORMAT:** Invited and contributed papers

SPEAKER: Barbara Sattler is the director of the Environmental Health Education Center at the University of Maryland School of Nursing, where she is an associate professor. A multidisciplinary center in Baltimore, the Environmental Health Education Center is engaged in training, education, and research related to environmental health.

SPONSOR: Collection Development Section

COSPONSORS: Pharmacy and Drug Information Section and Molecular Biology and Genomics SIG

Building Your Power Base: Collection Development in Molecular Biology and Bioinformatics

Recent developments in molecular biology research have increased the need for molecular sequence data and other molecular biology information. An expanding array of printed and electronic bioinformatics resources is available to meet this need. This session will explore collection development issues and opportunities in molecular biology and bioinformatics. Learn strategies for empowering research in genomics, proteomics, and drug discovery through selection of bioinformatics resources. **FORMAT:** Invited speakers

SPONSOR: Consumer and Patient Health Information Section

COSPONSORS: Nursing and Allied Health Resources Section and Mental Health SIG

The Power of Collaboration

Providing excellent service to our consumers often requires collaboration with other libraries, agencies, community groups, and departments on activities ranging from needs assessment and program design to marketing and evaluation. Particularly in difficult financial times, working together can help utilize resources more effectively. What differentiates collaborative efforts that work from those that do not? This session will showcase successful and innovative programs that can work for you. **FORMAT:** Contributed papers

SPONSOR: Hospital Libraries Section

Thunder Claps and Lightning Bolts

Changes in health care institutions, personnel, and vendors often occur with lightning speed and have a dramatic impact. Managing disruptions and upheavals and staying positive can present great opportunities as well as challenges. Speakers will discuss what happened when a sudden change occurred and how they managed it. **FORMAT:** Invited speakers

SPONSOR: International Cooperation Section

COSPONSOR: Federal Libraries Section

International Cooperation: The Power of Sister Libraries

The concept of two libraries from different areas of the world becoming sister libraries has become popular. Traditionally, a library with greater resources and funds becomes the sister library to the one that has less. The library with greater resources shares its resources, and the one with fewer resources might provide document delivery from that corner of the world or translations. The interaction between the librarians provides insight into another culture, as well as friendships. This session will include reports from Velta Poznaka, director, Medical Research Library of Latvia, Riga, Latvia, and Glendine Smith, director, Holberton Hospital Medical Library, Antigua, West Indies. Both participated in international partnerships and will highlight the rewards and benefits of this shared experience. **FORMAT:** Invited and contributed papers

SPONSOR: Leadership and Management Section

COSPONSORS: Corporate Information Services Section and Assessment and Benchmarking SIG

Paths to Power (Part 1): Negotiation and Advocacy

In order to achieve the goals of the library and the parent organization, librarians have become skillful negotiators and advocates. To create the future or transform an organization, they develop a shared vision by thinking strategically, making strategic inquires, and embarking on strategic initiatives. Colleagues will present how they have engaged and transformed their organizations and succeeded in demonstrating their value to themselves and to others. **FORMAT:** Contributed papers

SPONSOR: Medical Informatics Section

COSPONSOR: Medical Library Education Section

Power Partners: What Medical Informatics Can Do for Medical Librarians and What Medical Librarians Can Do for Informatics

Medical librarians have a vital role to play in multidisciplinary medical informatics projects and research. A panel of medical librarians and medical informaticians will discuss the collaborative nature of medical informatics and the role librarians can and do play in the field, as well as educational implications for both sides of the partnership. **FORMAT:** Invited speaker panel

SPONSOR: Nursing and Allied Health Resources Section

COSPONSOR: African American Medical Librarians Alliance SIG

Sharing the Power (Part 1): Delivery of Effective Instruction

Technology has forced librarians to rethink their role in education for clinical practice. Student and staff needs for effective information and critical thinking skills require working with faculty and educational personnel to plan and deliver effective programs. By working more closely with our health professional colleagues, we can integrate health information literacy skills into the curriculum and clinical practice, so that students and staff are better prepared for the information society. Papers focusing on reaching faculty may also be presented. **FORMAT:** Contributed papers

SPONSOR: Research Section

COSPONSORS: Assessment and Benchmarking and Clinical Librarians and Evidence-based Health Care SIGs

The Power of Evidence (Part 2): Discovering Our Effectiveness with Outcomes

Institutional planners and accrediting bodies are focusing on outcome assessment. Libraries increasingly need to measure their outcomes related to the mission of the institution, or they may need to address the more specific outcomes of agencies such as Association of American Medical Colleges, Accreditation Council for Graduate Medical Education, and Joint Commission on Accreditation of Healthcare Organizations. Along with these new outcomes, user satisfaction and service quality must remain in the forefront of what libraries must accomplish. An invited speaker will discuss the development of outcome standards, and contributed papers will address how libraries have measured and used outcomes effectively. **FORMAT:** Invited and contributed papers

SPONSOR: Technical Services Section

COSPONSORS: Educational Media and Technologies and Health Association Libraries Sections

Lighting the Path: Digital Repositories in the Real World

This session will focus on library solutions to the issues surrounding local digital repositories. How do libraries manage or point the way to research, educational, and other previously inaccessible, unique digital content in our institutions? What is the library's role in planning, implementing, and evaluating models and solutions? Are there effective ways to coordinate our efforts with administration and information technology departments, while ensuring that appropriate indexing and cataloging procedures remain routine. This session will move beyond planning, to shed light on the "right now" status of digital repositories. **FORMAT:** Invited and contributed papers

SESSION 3

Tuesday, May 25, 2:30 p.m.–4:00 p.m.

SPONSOR: Collection Development Section

COSPONSOR: Technical Services Section

Cease the Power: Libraries and the Open Access Movement

The open access movement in journal publishing is a response to runaway pricing and severely restricted licensing contracts from traditional publishers. This session will focus on how librarians are nurturing this movement by publicizing open access journals and educating faculty about the advantages of publishing in open access journals.

FORMAT: Invited and contributed papers

SPONSOR: Consumer and Patient Health Information Section

COSPONSORS: Cancer Librarians, History of the Health Sciences, and Relevant Issues Sections

Power to the Patient: New Definitions of Health Literacy Health literacy is much more than patients' ability to read educational pamphlets and comply with prescribed medical treatment. Librarians and health care providers inform patients about their rights to privacy and access to medical records, teach patients to negotiate complex health care systems, assist patients with access to services and programs, provide information to assist patients in making treatment and health management decisions, and much more. Patients are taking charge of their health care information. How are librarians contributing to patient empowerment?

FORMAT: Contributed papers

SPONSOR: Corporate Information Services Section

COSPONSORS: Leadership and Management and Public Services Sections and Assessment and Benchmarking SIG

Paths to Power (Part 2): Empowerment by the Numbers: Using Your Data to Negotiate with Administrators Today libraries—whether in the corporate, hospital, or academic world—are often compared to other departments in their own organizations and to libraries in similar institutions. Librarians must have the tools and skills to measure performance, benchmark, assess outcomes, and know how to apply them when negotiating for budget and resources. A panel format will present and discuss these issues and suggest ideas on how to have the greatest impact on your administrators.

FORMAT: Invited speaker panel discussion followed by town meeting

SPONSOR: Dental Section

COSPONSORS: Educational Media and Technologies and Pharmacy and Drug Information Sections

PowerPack: Innovations in Packaging Online Curricula Development of Web-based curricula using a variety of Web-based technologies is a growing trend in health sciences education. Methodologies for delivery of online curricula have expanded to include opportunities for interactive dialog among course participants as well as multimedia presentations of course content using a variety of technologies. This session will explore innovations in the development of online curricula in an academic dentistry and pharmacy program, efforts to provide standards and accreditation for both remote and onsite environments, and the librarian's role in enhancing informatics content to supplement and enhance online health sciences educational content.

FORMAT: Invited and contributed papers

SPONSOR: Health Association Libraries Section

COSPONSORS: Hospital Libraries Section and Mental Health SIG

Enhancing Aging: Resisting the Power Outages of Late Life

The aging of society is a political, economic, and social issue of global consequence. In the United States, the aging of "boomers" is shifting the demographics so that aging is a major issue. Fifty percent of currently employed librarians are expected to retire in the next five years, making aging a library issue. No matter what our age, this is an issue we need to confront—either through managing older employees or dealing with how aging affects us and our performance. This session will provide information on the changes in age demography and some of its important implications. It will also provide personal insights on improving the quality of life in later years. Specific topics will include (1) demographics of aging, including gender, ethnic, and social differences across the world; (2) the ways we age—biopsychosocial issues in aging; (3) quality of life and well-being in later life—normalcy, pathology, optimization; (4) major mental health issues in later life; and (5) issues for our future in an aging society.

FORMAT: Invited speakers

SPONSOR: History of the Health Sciences Section

COSPONSORS: Health Association Libraries, International Cooperation, Public Health/Health Administration and Veterinary Medical Libraries Sections

Emerging Infectious and Zoonotic Diseases—The Power of Disease on Society

As the media reports on existing or potential disease pandemics—smallpox, anthrax, plague, malaria, antibiotic-resistant pathogens, and influenza, for example—health information professionals are faced with the necessity of locating and disseminating information on their potential global effects. The diseases themselves may not be new, but their effect on a more global society is a reality, and, sometimes, pertinent information regarding a disease and its treatments are located in historical materials. This program will examine the role of health professionals in libraries containing unique historical and current collections in gathering and disseminating pandemic disease information that has current implications. **FORMAT: Contributed papers**

SPONSOR: Medical Informatics Section

COSPONSOR: Molecular Biology and Genomics SIG

Sharing the Power (Part 2): Bioinformatics Education and the Library

As molecular biology and genomics information has grown, medical libraries have become partners with information generators in providing bioinformatics services. New services have resulted in an increasing need for bioinformatics education for both library staff and users. This session will focus on the approaches for educating library staff in the selection and use of bioinformatics products and in training library users to find the molecular biology and genomics information they need. **FORMAT: Contributed papers**

SPONSOR: Public Health/Health Administration

COSPONSOR: Lesbian, Gay, Bisexual, and Transgendered Health Science Librarians SIG

The Power of National and International Health Initiatives

Significant initiatives have been undertaken to support the global public health infrastructure to more effectively meet the challenges to the public's health at the community, state, and national level and to reduce disparities in health. National health initiatives, such as Healthy People (HP) and the Turning Point projects, provide opportunities for libraries to act as partners in health promotion and disease prevention efforts. Anthony J. Silvestre, associate professor, Department of Infectious Diseases and Microbiology, Graduate School of Public Health, University of Pittsburgh, Pittsburgh, PA, will offer a perspective on the development of HP 2010 objectives. Contributed papers will be presented by information professionals playing a role in local, state, national, or international health initiatives.

FORMAT: Invited and contributed papers

SPONSOR: Public Services Section

Influencing Change: Recharging the Roles of Reference and Public Services

Computers and electronic access to information are transforming the roles of librarians and support staff in the public services arena. Embracing change and leading the way toward creating alternative service patterns will have a lasting effect on the profession. Managing less service desk traffic, reshaping reference staff configurations, and modifying physical space for public services are a few of the aspects of this change. Are we going to lead or get out of the way? This session will offer ideas to revolutionize changes and lead the way into the future of reference and public services areas.

FORMAT: Contributed papers

SPONSOR: Research Section

Evidence-based Librarianship: Step-by-Step From Those Who Have Done It

Are you afraid to tackle a research project? Learn from others how to conduct a systematic review, a qualitative study, or a randomized controlled trial. Those who have conducted research projects will describe successful projects. **FORMAT: Invited speakers**

SPEAKERS: Gary D. Byrd, AHIP, Health Sciences Library, State University of New York–Buffalo; Jon Eldredge, AHIP, Health Sciences Center Library, University of New Mexico–Albuquerque; Sherrilynne S. Fuller, FMLA, Health Sciences Libraries, University of Washington–Seattle; Frank O. Mason, Wilson Dental Library, University of Southern California–Los Angeles; Michelynn McKnight, AHIP, Health Sciences Library, Norman Regional Hospital, Norman, OK; and James Shedlock, AHIP, Galter Health Sciences Library, Northwestern University, Chicago, IL

SPONSOR: Veterinary Medical Libraries Section

COSPONSOR: Vision Science SIG

The Power of Independence: Information for Owners of Service Animals

The service animal and its owner form a unique team, working together to facilitate independence and improve quality of life. This session will examine the intense bond between service animals and their owners and explore specific health concerns for service animals.

FORMAT: Invited and contributed papers

ITINERARY BUILDER

The Itinerary Builder offers attendees the opportunity to view online the numerous educational and networking opportunities at MLA '04. You can select sessions and events to easily plan your time onsite by identifying and selecting the ones that meet your specific needs. Various options exist for printing or downloading your itinerary.

Link to this planning tool by visiting www.mlanet.org/am/am2004/program/builder.html.

PLACEMENT SERVICE

INFORMATION FOR EMPLOYERS

The Placement Service provides an opportunity for employers to locate suitable applicants by listing job openings at MLA '04. You must print, complete, and fax or mail the Job Opportunity Form 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 Notebook. 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 '04.

Fees

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

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

Other Job Listing Opportunities

Employers (member and nonmember institutions) may post their job opportunities, based on submitted Job Opportunity Forms, on the MLA '04 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.

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.

INFORMATION FOR JOB SEEKERS

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 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 '04. 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 Opportunities Notebooks will be available for applicants to review.

Fees

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

FOR EMPLOYERS AND JOB SEEKERS

Forms

Visit www.mlanet.org/am/am2004/program/placement.html to download all necessary forms and find instructions for submitting forms.

To be indexed, forms must reach MLA no later than **April 30, 2004**. 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.

Catalogs of Job Opportunities and Applicant Forms (including late arrivals) will be sold by mail after MLA '04 for \$20.00 each.

Onsite Help

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. General instructions about other Placement Service procedures will also be available. Photocopiers will be available for copying forms.

TRANSPORTATION

The Hilton Washington is located at 1919 Connecticut Avenue NW, four blocks north of Dupont Circle at the intersection of Connecticut Avenue and T Street NW. Parking is available at the hotel. The current rate (subject to change) is \$21.00 per day.

Airports

Ronald Reagan Washington National Airport

Distance from hotel: 5 miles
Drive time: 20 minutes

Directions to Hilton Washington:

Follow signs to Washington/14th Street Bridge. Go across the bridge into Washington, DC. Take 14th Street north to K Street NW. Go west on K Street, then north on Connecticut Avenue. Address is 1919 Connecticut Avenue NW.

Getting to and from the airport:

SuperShuttle (800BLUEVAN, 800.258.3826): offers door-to-door shared ride van service.

Taxi: typical minimum charge is \$14.

Subway: typical minimum charge is \$4. Accessible on Metrorail's Yellow and Blue lines.

Washington Dulles International Airport

Distance from hotel: 23 miles
Drive time: 40 minutes

Directions to Hilton Washington:

Take Dulles Toll Road to 66 east. Then follow Route 66 east to Washington over the Roosevelt Bridge. This will bring you to downtown onto Constitution Avenue. Follow Constitution Avenue to 18th Street and turn left. Follow 18th Street to Connecticut Avenue and bear left onto Connecticut Avenue. Follow Connecticut Avenue through the tunnel under Dupont Circle; the hotel will be on your right a few blocks after exiting the tunnel at the corner of T Street and Connecticut Avenue. You may enter the main driveway at 1919 Connecticut Avenue just past T Street, or you may turn right on T Street and the T Street entrance to the hotel will be on your left.

Getting to and from the airport:

SuperShuttle (800BLUEVAN, 800.258.3826): offers door-to-door shared ride van service.

Taxi: typical minimum charge is \$45.

Bus and Subway: Washington Flyer provides bus service to the Metrorail's West Falls Church Station on the Orange line.

Baltimore/Washington International Airport

Distance from hotel: 33 miles
Drive time: 1 hour

Directions to Hilton Washington: Follow signs to I-95 South. Follow Parkway to Washington Beltway. Turn right onto Beltway and follow to Connecticut Avenue turnoff going north. Follow Connecticut Avenue to T Street.

Getting to and from the airport:

SuperShuttle (800BLUEVAN, 800.258.3826): offers door-to-door service.

Taxi: typical minimum charge is \$45.

Airport Transportation SuperShuttle Service

Shared door-to-door ride service is a great option for travelers from area airports to the Hilton Washington. Following are instructions to get the shuttle upon arrival at each airport. You can contact SuperShuttle at 800BLUEVAN (800.258.3826), or visit them at www.supershuttle.com.

Ronald Reagan Washington National Airport:

Upon arrival, proceed to the outside curb and contact the SuperShuttle representative. After hours, call 800.258.3826.

Washington Dulles International Airport:

Collect your baggage and follow signs for ground transportation leading you directly to the SuperShuttle boarding area located on the lower level, outside at curb 1D or 1E. A uniformed guest service representative will assist with baggage and boarding. After midnight, call 703.416.7884. Print out a **special rate coupon** for MLA '04 attendees at mланet.org/am/am2004/washington_dc/transportation.html.

Baltimore/Washington International Airport: Go to the lower level and follow signs to the SuperShuttle desk located between baggage claims 6 and 7. The ticket counter is open between the hours of 6:00 a.m. and 2:00 a.m. During other times please call 888.826.2700 to arrange service. Print out a **special rate coupon** for MLA '04 attendees at mланet.org/am/am2004/washington_dc/transportation.html.

Washington Flyer Coach Service

Washington Flyer Coach Service offers coaches to and from Washington Dulles International Airport to the West Falls Church Metro Station. Current rate is \$8 one way or \$14 round trip. You can then connect the to Metro system, taking the Orange line toward New Carrollton. Transfer at the Farragut West Metro Station to the 42 Mount Pleasant Bus. Exit the bus at Connecticut Avenue NW and Florida Avenue NW. Walk 0.1 mile north to the Hilton Washington. Tickets for the Flyer Coach can be purchased at the Ground Transportation Centers located on the lower level in the Main Terminal at Dulles and at the podium located inside the vestibule of door 4 located on the arrivals level. You can board the coach at Dulles from the Main Terminal at door 4 located on the arrivals level. For more information call 888WASHFLY (888.927.4359).

Transportation in DC

Public

Metrorail and Metrobus provide the safest, cleanest, and most efficient way of getting around Washington, DC. Train lines are named for colors: red, yellow, blue, green, and orange. Station entrances are marked by brown pylons and capped with the letter "M," and colored stripes indicate which lines are available. Base subway fare is \$1.10 and increases during rush hour and for longer trips. Rail fare cards can be purchased at vending machines located inside the stations. Bus service is also available. To obtain schedules, locations, and other public transportation information, call Washington Metropolitan Area Transit Authority at 202.637.7000 or visit www.wmata.com.

Rail

The Washington, DC, Amtrak Station is located at 50 Massachusetts Avenue NW. Call 800USARAIL (800.872.7245), or visit www.amtrak.com to plan your trip. Tickets may be purchased at Union Station, Amtrak's Travel Center (1721 K Street NW), New Carrollton (MD) station, or Alexandria (VA) station.

Taxis

Taxi service is plentiful and economical in Washington, DC. Taxis operate on a zone, rather than meter, system, and, by law, all rates must be posted in each cab. Rates are usually \$1.50 for each additional passenger. Cabs for Maryland and Virginia can take passengers from DC to locations in their respective states but not to different locations within the city. For more information, call the DC Taxicab Commission at 202.645.6005.

MLA '04 SPONSORS

As of December 22, 2003

American Medical Association
CyberTools for Libraries
EBSCO
Elsevier
Majors
Matthews Medical Books
Ovid
Rebus
Rittenhouse Book Distributors
Swets Information Services
Thomson ISI
Thomson ISI Research Soft

To become an annual meeting sponsor, contact Ray Naegele at 312.419.9094 x17; email, naegele@mlahq.org.

INFORMAL MEETINGS

Guidelines and Pricing Information

MLA has allocated blocks of time during MLA '04 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 March 8, 2004. Requests after that date will be listed in either the *Official Program* or the addendum page. The following describes informal meeting requests and pricing.

Price Information

- MLA section, chapters, and SIGs: up to two informal meetings at no charge, additional meetings are \$100 per meeting
- Power Surges are open to MLA members at no charge and limited to noncommercial presentations
- 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 MLA '04. Any calls to the hotel for space will be forwarded to the meeting planner for approval. Following are the eligible times for informal meeting or event requests:

Monday, May 24, 5:00 p.m.–6:30 p.m.

Tuesday, May 25, 4:30 p.m.–6:00 p.m.

Wednesday, May 26, 7:30 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.

Types of Events

- MLA sections, chapters, and SIGs meetings or events, including Power Surges (see description on page 11)
- Affiliate or non-MLA groups (i.e., other not-for-profit groups)
- Exhibitors or commercial groups (i.e., other groups not included above)

Communication and Confirmation of Meeting Services and Needs

Meeting space confirmations and additional information will be emailed to the contact person beginning February 6, 2004. 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 (chapter, 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@heixpo.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/am2004/.

MEETING REGISTRATION

Three Ways to Register

- Go online to www.mlanet.org/am/am2004/
- mail registration form with your payment to MLA, c/o Convention Data Services, 107 Waterhouse Road, Bourne, MA 02532
- fax form with your credit card payment to 508.759.4552

Be sure to register before April 22, 2004. By registering early, you save \$60! After May 14, bring it to the Registration Center in the Hilton Washington for onsite registration.

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 US dollars and free of bank charges. Only registrations paid by credit card or purchase orders may be faxed to 508.759.4552.

If you are an MLA member and you would like to be invoiced, you must include a purchase order with your Registration Form. Payments not received by June 20, 2004, will be charged an additional \$50 handling fee. Registrations received without payment or purchase order will be returned.

Registration Center Hours

Meeting material will be distributed at the MLA Registration Center located in the Hilton Washington.

Thursday, May 20, 6:00 p.m.–9:00 p.m.

Friday, May 21, 7:00 a.m.–6:00 p.m.

Saturday, May 22, 7:00 a.m.–7:45 p.m.

Sunday, May 23, 7:00 a.m.–5:00 p.m.

Monday, May 24, 7:00 a.m.–5:00 p.m.

Tuesday, May 25, 7:00 a.m.–3:00 p.m.

**Wednesday, May 26, 7:00 a.m.–8:00 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 \$30.

Package B: Conference-only

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

Package C: One-Day

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

GENERAL INFORMATION

Cancellations

All cancellations must be submitted in writing and faxed to the MLA director of finance at 312.419.8950. Cancellations received before April 22, 2004, are subject to a \$50 fee. After April 22, 2004, 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

If you plan to bring children under the age of eighteen, indicate the number attending on your Registration Form. An adult must accompany children at all times, and children must have a badge. Complimentary children's badges will be available at the Registration Center. Information about childcare is available at www.mlanet.org/am/am2004/.

Confirmations

If you register online for MLA '04, 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 Hilton Washington. Confirmations will be sent only to those who register prior to May 14, 2004.

Continuing Education

You must register for continuing education courses by course number and day on the Registration Form. Fees are based on first-choice selections. You do not have to attend the meeting to register for MLA '04 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 May 4, 2004, 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 or complete the application on page 29.

Questions

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

FIRST NAME* _____ LAST NAME* _____

INSTITUTION/ORGANIZATION/COMPANY* _____

LIBRARY/AGENCY/DEPARTMENT* _____

MAILING ADDRESS _____

CITY* _____ STATE/PROVINCE _____ ZIP/POSTAL CODE _____

DAYTIME TELEPHONE _____ FAX NUMBER _____

EMAIL ADDRESS (REQUIRED FOR IMMEDIATE CONFIRMATION) _____

MLA MEMBER ID _____

Indicate voting rights:
 Individual Institutional

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

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.)

Package A: Inclusive

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

Package B: Conference-only

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

Package C: One-day attendance

Indicate day: Sun Mon Tue Wed

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

BEFORE APRIL 22 AFTER APRIL 22

SECTION I. SUBTOTAL \$ _____

II. EXTRA TICKETS

(Indicate quantity for each item. Event descriptions begin on page 10.)

- Welcome Reception & Opening of Hall of Exhibits
Tickets _____ @ \$35 = \$ _____
- Awards Ceremony and Luncheon
Tickets _____ @ \$60 = \$ _____
- MLA Reception: Party With Powerful People
Tickets _____ @ \$80 = \$ _____
- Children under 18
Tickets _____ @ \$45 = \$ _____
- Hospital Libraries Section Business Meeting & Reception
 Check box if attending

SECTION II. SUBTOTAL \$ _____

III. OPTIONAL EVENTS TICKETS

- Chapter Council Presents Sharing Roundtables: See page 10.

(Write in topic # and title) Topic # _____
Title _____ \$ _____ 28

SECTION III. SUBTOTAL \$ _____

IV. CONTINUING EDUCATION COURSES (Enter course number and cost found on pages 14–19.)

Date	First choice		First choice		First choice only Subtotal	Second choice		Second choice	
	Course #	\$ Amount	Course #	\$ Amount		Course #	\$ Amount	Course #	\$ Amount
MAY 21/DAY 1									
MAY 22/DAY 2									
MAY 26/DAY 3									

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

V. 2004 MLA MEMBERSHIP DUES (Indicate membership status.)

- NM701 New member (attach the application on page 29)
- RM702 Membership renewal (attach your latest invoice or application form on page 29)

SECTION V. SUBTOTAL \$ _____

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

PAYMENT INFORMATION (in US funds)

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

PRINT NAME _____

CARD NUMBER _____ EXP. DATE _____

SIGNATURE _____

MEMBERSHIP APPLICATION

Membership ID#, if renewing: _____

Business/Work Address

LAST NAME, FIRST NAME, MIDDLE INITIAL

INSTITUTION

LIBRARY

ADDRESS

CITY, STATE/PROVINCE, ZIP/POSTAL CODE

COUNTRY (IF OUTSIDE THE UNITED STATES)

DAYTIME TELEPHONE (INCLUDE AREA CODE)

FAX NUMBER (INCLUDE AREA CODE)

EMAIL ADDRESS

Mailing Address (if different from above)

LAST NAME, FIRST NAME, MIDDLE INITIAL

ADDRESS

CITY STATE/PROVINCE ZIP/POSTAL CODE

COUNTRY (IF OUTSIDE THE UNITED STATES)

REFERRED BY:

Are You Currently Enrolled in Library School?

No Yes If yes, name of school _____

Payment Information (Dues are payable in US dollars)

Enclosed is a check made payable to MLA.

Please charge my American Express MasterCard Visa

Amount enclosed: \$ _____

CREDIT CARD #

EXP. DATE

SIGNATURE

For Individuals

Please check the appropriate membership category.

- Regular Membership \$135
- Your annual salary is \$24,000 or less \$80
- Introductory Membership (for one year only) \$90
- International Membership \$90
- Emeritus Membership (must have been a member for 10 years) . . \$50
- Affiliate Membership \$80
- Student Membership (with proof of current enrollment) \$30

CODE: MLA '04 PP

For Institutions

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

- \$0-\$199,999 \$210
- \$200,000-\$699,999 \$345
- \$700,000 and over \$495

Section Memberships

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

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

Indicate your free section here:

(Do NOT check off a section below) _____

- Cancer Librarians (16) \$10
- Chiropractic Libraries (23) \$10
- Collection Development (22) \$10
- Consumer and Patient Health Information (21) \$15
- Corporate Information Services (27) \$15
- Dental (01) \$10
- Educational Media and Technologies (02) \$15
- Federal Libraries (09) \$12
- Health Association Libraries (07) \$10
- History of the Health Sciences (03) \$10
- Hospital Libraries (04) \$20
- International Cooperation (26) \$10
- Leadership and Management (06) \$10
- Medical Informatics (24) \$10
- Medical Library Education (05) \$7.50
- Nursing and Allied Health Resources (10) \$10
- Pharmacy and Drug Information (11) \$10
- Public Health/Health Administration (15) \$10
- Public Services (20) \$10
- Relevant Issues (12) \$7
- Research (18) \$12
- Technical Services (17) \$10
- Veterinary Medical Libraries (14) \$20

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

MLA Donation Opportunities

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

- David Kronick Traveling Fellowship _____
- Lindberg Research Fellowship _____
- MLA Shaping the Future Fund _____
- Other fund _____

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

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

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

Send completed application* with payment to:



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

*If you are also registering for the meeting, send to address on page 28

HOTEL REGISTRATION

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

Hotel Information

The Hilton Washington enjoys a magnificent garden setting that overlooks the capital city's impressive skyline. Conveniently located on fashionable upper Connecticut Avenue, the hotel sits just minutes from Georgetown, Adams-Morgan, Embassy Row, the Washington business district, and all local points of interest. This award-winning property has a tradition of fine service that makes it a truly first class hotel. All guest rooms feature luxurious furnishings and thoughtful amenities including iron and ironing board, coffee maker, and hair dryer.

To reserve a room, you may use this form, call the hotel directly, or book online at www.hilton.com, search by city, choose Hilton Washington from the list, then click on Book a Room (group/convention code is MLA). Be sure to mention MLA when you call to ensure you will receive the rates listed below. The deadline for the Hilton Washington to receive your reservation is **Friday, April 23, 2004**. Reservations are processed on a first-come, first-served basis.

Room Reservation Guarantee

A deposit totaling one night's room and tax (currently 14.5%, subject to change) is required for all reservations. You may guarantee your reservation by providing credit card information on the form (or via telephone) or by mailing a check directly to the hotel (made payable to Hilton Washington) 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 Hilton Washington by 5:00 p.m., Thursday, May 6, 2004.

Check In/Check Out Times

Check in time is 3:00 p.m. Check out time is noon.

Meeting Rates

The rates listed will prevail between May 18 and May 27, 2004, and are exclusive of 14.5% state and local taxes (subject to change). Room reservations and deposits should be received by the hotel no later than **Friday, April 23, 2004**, 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 to the reservation agent prior to your arrival.

Final Instructions

Telephone, mail, or fax your completed Hotel Reservation Form to the Hilton Washington at the contact information listed below.

Hilton Washington

1919 Connecticut Avenue NW • Washington, DC 20009
Tel: 888-DCHILTONS or 202.483.3000 • Fax: 202.232.0438
Website: www.hilton.com

HILTON WASHINGTON 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.
 Check here if you are sharing a room and do not 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

ARRIVAL TIME

DEPARTURE DATE

DEPARTURE TIME

Deposit for Reservation

- Check enclosed payable to Hilton Washington Major Credit Card

TYPE OF CREDIT CARD

ACCOUNT NUMBER

EXP. DATE

NAME ON CARD

SIGNATURE

DATE

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

Room Type Preferences

Occupancy

- Single (\$210 + tax)
 Double (\$210 + tax)

Bed Type

- King bed
 Double bed
 No preference

Smoking preference

- Smoking
 Nonsmoking

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



May 21-26, 2004 • Washington, DC

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