

MLA '06



TRANSFORMATIONS A-Z
MAY 19-24, 2006
PHOENIX, AZ
MEDICAL LIBRARY ASSOCIATION
www.mlanet.org

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address service requested

MLA, a nonprofit, educational organization, is the leading advocate for health sciences information professionals with more than 4,500 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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It is a pleasure to invite you to attend MLA '06, the 2006 MLA annual meeting. The National Program Committee's (NPC's) goal is to provide the best meeting ever. Come to Phoenix, AZ, from May 19-24, 2006, to experience a transforming event!

Why do we consider MLA '06 a transforming event? The answer is in the program and in the locale. We have invited Atul Gawande to be the 2006 McGovern lecturer. Gawande is a well-known author whose columns and essays appear regularly in *The New England Journal of Medicine* ("Notes of a Surgeon"), *The New Yorker*, and most recently in the *Atlantic Monthly*. Nominated for the National Book Award in 2002, he is the author of the best seller, *Complications: A Surgeon's Notes on an Imperfect Science*. Young, hip, and with a sense of humor, Gawande's presentations are moving and motivational, just what we need to help us keep up with a transforming profession, facing exciting challenges in health information services.

The 2006 NPC is also organizing a power-packed conclusion to MLA '06. We all know that our roles are changing, and the closing program at MLA '05 highlighted the exciting prospects we face. Taking a cue from that presentation, we have assembled two panels of speakers to address one of the biggest transformations facing health sciences libraries: the integration of health information and knowledge sources into the electronic health record. You do not want to miss out on this learning opportunity.

Phoenix is itself transforming. In the midst of the desert Southwest, Phoenix continues to develop itself as an oasis. While downtown is slowly transforming its "big city" image with major sports complexes, a huge convention center, and high-tech office towers, the metropolitan area reflects the spa mentality of relaxing under palm trees and provides powerful reminders of Arizona's ancient cultural past. The Heard Museum, not far from the Hyatt Regency Phoenix, the MLA '06 headquarters, is world renowned for its collection of Native American art and artifacts. Not far away are other centers of Phoenix's cultural life: the Phoenix Art Museum and the new Phoenix Public Library. In fact, Phoenix is an ideal gateway for exploring major attractions such as the red rocks in Sedona and, of course, the Grand Canyon.

Like the weather, MLA '06 will be hot! You don't want to miss the best meeting ever!



- James Shedlock, AHIP, cochair,
2006 National Program Committee
- Debra Ketchell, AHIP, cochair,
2006 National Program Committee

Seven Great Reasons to Attend MLA '06

MLA's annual meeting presents unique opportunities to broaden your perspective of the profession and connect with fascinating colleagues, when you participate in the vast melting pot of knowledge, interest, and enthusiasm.

1. Schmooze: Call it what you will, but one of the key things to learn early in your "meeting-going career" is to schmooze or network.

Getting out and meeting people has great benefits. Social settings, more than meeting sessions, offer easy venues to talk to like-minded (or not so like-minded) librarians. Unique knowledge and interests can pollinate new ideas and provide springboards for interesting discussions. Don't worry—most librarians do not bite.

2. Stay Current: How can you stay current when the landscape of the profession continues to be very dynamic? While it helps to read publications like the *Journal of the Medical Library Association* and to participate in online forums, the MLA annual meeting brings the significant points all together under one roof to give you the big picture view of today and show you what to expect as the next big thing.

3. Learn Best Practices: MLA annual meetings offer opportunities for members to give back to the profession and share best practices through papers, posters, and roundtables. Having access to a room full of expertise and experience opens up avenues for growth as well as for sharing of successes. Learning how libraries deal with similar issues in different settings is often invaluable. Although you can read journals (hopefully, open access journals) at home and learn about best practices, think about how often you have the opportunity to ask innovators in the field about their experiences, both positive and negative. Your experience at the MLA annual meeting will include learning, not only acquiring skills through formal continuing education, but also learning from others.

4. Mentor: Another way to give back to the profession is to mentor members new to the organization. Mentoring can be a rewarding experience for both the mentor and mentee. It can also help some MLA veterans see the meeting from a fresh perspective. Remember, you can learn creative ideas and approaches from seasoned professionals and from recent graduate students. While you are in the process of schmoozing, remember to introduce those new to the field to the folks around you.

5. Attend Exhibits: Aside from the wonderful food and tchotchkes in the exhibit hall, MLA exhibits generally provide an opportunity to compare a wide array of services and resources in areas related to the library field. They also give you the opportunity to meet with knowledgeable and helpful sales representatives to discuss existing subscriptions or learn about new offerings. Attending the exhibits allows you to gather a large amount of valuable information in a short period of time.

6. Separate Fact from Fiction: The MLA annual meeting provides attendees with a unique venue for openly discussing innovative technologies and experiences with vendors, allowing you to differentiate between the hype that some publications promote and real world experiences. Vendors offer a number of early morning opportunities for customers to confront spin or hyperbole head-on, especially during question-and-answer sessions.

7. Enjoy the City: The meeting's organizers understand the role a location has in contributing to a successful meeting. In Phoenix, make time to shop, see the Desert Botanical Gardens, bike or hike, and visit the Navajo reservation. You might get "conferenced out" after several continuous days of meetings, so take advantage of the local tour offerings or venture out on your own.

Register for MLA '06 today! Visit www.mlanet.org/am/am2006/.

Adapted from Gabriel Rios's "How to Best Enjoy MLA '05," published in MLA News, March 2005.

Schedule

	FRIDAY MAY 19	SATURDAY MAY 20	SUNDAY MAY 21	MONDAY MAY 22	TUESDAY MAY 23	WEDNESDAY MAY 24
7:00 A.M.						
8:00 A.M.	CE 8 A.M.–5 P.M.	CE 8 A.M.–5 P.M. <ul style="list-style-type: none">• COMMITTEE MEETINGS• CHAPTER COUNCIL• SECTION COUNCIL 8 A.M.–4 P.M.	<ul style="list-style-type: none">• COMMITTEE MEETINGS• SECTION BUSINESS MEETINGS• SIG/INFORMAL MEETINGS• SUNRISE SEMINARS• NEW MEMBERS BREAKFAST 7–9 A.M.	<ul style="list-style-type: none">• COMMITTEE MEETINGS• SECTION BUSINESS MEETINGS• SIG/INFORMAL MEETINGS• SUNRISE SEMINARS 7–9 A.M.	<ul style="list-style-type: none">• COMMITTEE MEETINGS• SECTION BUSINESS MEETINGS• SIG/INFORMAL MEETINGS• SUNRISE SEMINARS 7–9 A.M.	<ul style="list-style-type: none">• COMMITTEE MEETINGS• SECTION BUSINESS MEETINGS• SIG/INFORMAL MEETINGS 7–9 A.M.
9:00 A.M.	BOARD OF DIRECTORS 9 A.M.–5 P.M.	PATIENT SAFETY SYMPOSIUM 9 A.M.–3 P.M.	PLENARY SESSION I: • WELCOME TO MLA '06 • PRESIDENTIAL ADDRESS 9–10 A.M.	PLENARY SESSION III: DOE LECTURE 9–10 A.M.	<ul style="list-style-type: none">• MLA BUSINESS MEETING II• PRESIDENTIAL INAUGURAL ADDRESS 9–10 A.M.	PLENARY SESSION IV 9 A.M.–NOON
10:00 A.M.			PLENARY SESSION II: McGOVERN LECTURE 10:30 A.M.–NOON	EXHIBITS OPEN 10 A.M.–NOON BREAK 10–10:30 A.M. MLA BUSINESS MEETING I 10:30 A.M.–NOON	EXHIBITS OPEN 10 A.M.–3 P.M. BREAK 10–10:30 A.M. NLM UPDATE 10:30–11:30 A.M.	
11:00 A.M.					<ul style="list-style-type: none">• LEGISLATIVE UPDATE• SIG/INFORMAL MEETINGS 11:30 A.M.–12:30 P.M.	
NOON			CHAPTER COUNCIL ROUNDTABLE LUNCHEON NOON–2 P.M. EXHIBITS OPEN NOON–5 P.M.	AWARDS LUNCH NOON–1:30 P.M. EXHIBITS OPEN 1:15–5 P.M.	NETWORKING LUNCH WITH SECTIONS 12:30–2 P.M.	BOARD OF DIRECTORS NOON–1:30 P.M.
1:00 P.M.						CE AND SERVING DIVERSE USERS SYMPOSIUM 1–5 P.M.
2:00 P.M.			SECTION PROGRAMS 2–3:30 P.M.			
3:30 P.M.			<ul style="list-style-type: none">• BREAK 3:30–4 P.M.• POSTER SESSION• SIG/INFORMAL MEETINGS 3:30–4:30 P.M.	<ul style="list-style-type: none">• BREAK 3:30–4 P.M.• POSTER SESSION• SIG/INFORMAL MEETINGS 3:30–4:30 P.M.	<ul style="list-style-type: none">• OPEN FORUMS 3:30–4:30 P.M.	
4:15 P.M.		<ul style="list-style-type: none">• NEW LEADERS• SECTION/CHAPTER LEADERS 4:15–5:15 P.M.				
4:30 P.M.			<ul style="list-style-type: none">• SECTION BUSINESS MEETINGS 4:30–6 P.M.		<ul style="list-style-type: none">• SECTION BUSINESS MEETINGS• SIG/INFORMAL MEETINGS 4:30–6 P.M.	
5:30 P.M.		WELCOME RECEPTION 5:30–7:30 P.M.				
6:00 P.M.			RECEPTIONS: • INTERNATIONAL VISITORS • LIBRARY SCHOOL REUNION 6–7 P.M.	<ul style="list-style-type: none">• SIG/INFORMAL MEETINGS 6–8 P.M.		
7:00 P.M.			<ul style="list-style-type: none">• FRIENDS OF NLM EVENT• POISONED PEN RECEPTION • DINE AROUNDS 7–9 P.M.		MLA RECEPTION 7–10 P.M.	

CE = Continuing education courses
Breaks include refreshments in the Hall of Exhibits.



**McGovern Lecturer:
Atul Gawande**
Sunday, May 21, 10:30 a.m.–noon
Sponsored by EBSCO.

As a practicing surgeon and an accomplished writer, teacher, and speaker, Atul Gawande offers audiences a unique perspective on the joys and uncertainties that lie at the heart of modern medicine. He has a wonderful gift for telling true tales that bring to life the issues at stake in the ancient human endeavor of healing.

Gawande's book, *Complications: A Surgeon's Notes on an Imperfect Science*, was a finalist for the National Book Award in 2002 and is published in more than 100 countries. He is currently on staff at Brigham and Women's Hospital (BWH) and the Dana Farber Cancer Institute in Boston. He holds positions as assistant professor of surgery at Harvard Medical School, assistant professor in the Department of Health Policy and Management at the Harvard School of Public Health, and associate director for the BWH Center for Surgery and Public Health.

Gawande writes about medicine and science for *The New Yorker* magazine and a regular column for *The New England Journal of Medicine*. He holds a medical degree from Harvard Medical School and a master's in public health from the Harvard School of Public Health. He was a senior health policy advisor for the Clinton presidential campaign and White House.



**Janet Doe Lecture:
Julie J. McGowan, AHIP, FMLA**
Monday, May 22, 9:00 a.m.–10:00 a.m.
"Swimming with the Sharks: Perspectives on Professional Risk Taking"

Receiving one of MLA's highest professional distinctions, Julie J. McGowan, AHIP, FMLA, will deliver the Janet Doe Lectureship for the 2005/06 association year. Holding a doctorate from the University of South

Carolina, McGowan is the associate dean for Information Resources and Educational Technology at Indiana University (IU) School of Medicine and holds numerous other positions at IU.

McGowan's service to the field of health sciences librarianship has been comprehensive and inspiring. She is a prolific author and an active researcher, always pushing the frontiers of health information practice. She has proved herself as an educator in both health sciences librarianship and medical educational environments. McGowan has been a member of the Medical Library Association for over twenty-seven years and in the medical library profession for thirty years. Her most recent MLA service includes membership on the Board of Directors, 1999–2002, the Nominating Committee, 2002/03, and the Donald A. B. Lindberg Research Fellowship Jury, 2003/04. McGowan has chaired several MLA committees and four sections: International Cooperation, Medical Informatics, Medical School Libraries, and Research. In addition, she has received three MLA awards: the Frank Bradway Rogers Information Advancement Award (1996), the Medical Informatics Section/MLA Career Development Grant (1997), and the Lucretia W. McClure Excellence in Education Award (2001). McGowan was named an MLA fellow at MLA '05 and is a fellow of the American College of Medical Informatics.

**Integrating Reference
Information into the Electronic
Health Record:
Practice and Standards**

Wednesday, May 24, 9:00 a.m.–noon
Sponsored by EBSCO.

One of the emerging methods for supporting evidence-based health care is creating links between clinical information systems and context-appropriate information resources. Two approaches are currently in practice: clinical portals, which are libraries that aggregate and simplify access to content, and clinical "infobuttons," which use information from the clinical system to focus retrieval from an information resource.

The goal of this session is to present an overview of the progress in and challenges of techniques that aim to provide clinicians with immediate access to context-sensitive information at the point of care. The first part of the session presents experts in the field of clinical decision support.

Guilherme del Fiol is a medical knowledge engineer at Intermountain Health Care in Salt Lake City and works on integrating health information resources with the electronic medical record. As a physician with a master's degree in computer science, he is leading the development of a standard at Health Level 7 (HL7) to promote the use of information resources at the point of care.

Jerome Osheroff is the chief clinical informatics officer at Thomson Micromedex, where he helps ensure that clinical decision support (CDS) offerings are optimally responsive to clinicians' and patients' information needs. He is the lead author of the Healthcare Information and Management Systems Society (HIMSS) book, *Improving Outcomes with Clinical Decision Support: An Implementer's Guide*, and chairs the HIMSS CDS Task Force. He recently cochaired development of an American Medical Informatics Association/HIMSS white paper, requested and sponsored by the Department of Health and Human Services, with recommendations and an action plan on CDS in electronic prescribing. He is helping to lead a follow-up project to develop a broader roadmap for national action on CDS. Osheroff received degrees in both electrical engineering and medicine from Georgetown University and completed his residency in internal medicine and fellowship in medical informatics at the University of Pittsburgh.

During the second part of the session, librarians will discuss linking clinical systems to infobuttons, the adaptation of information resources for use with infobuttons, and the emerging HL7 standards to facilitate the process.

In this session, participants will learn about the experiences and solutions of others who partnered institutionally to integrate a variety of relevant information resources (e.g., clinical reference, guidelines/pathways, patient instructions) into the electronic medical record.

Please consult the schedule on page 5 for MLA-business related events, educational opportunities, and plenary sessions. Dates and times of MLA unit meetings are published on the MLA '06 Website.

EVENTS

Welcome Reception and Opening of the Hall of Exhibits

Saturday, May 20

5:30 p.m.–7:30 p.m.

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

New Members/First-time Attendees Breakfast

Sunday, May 21

7:00 a.m.–9:00 a.m.

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

Chapter Council Presents Sharing Roundtables

noon–2:00 p.m.

Optional ticketed event. You must register in advance. There will be no onsite registration. A lunch ticket is required and costs \$18. Register by topic code number. Registrations without a topic number cannot be processed.

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

A limited number of free seats are available to new members (i.e., an MLA member for less than five years). These will be available with **online registration only**. Read MLA-FOCUS for the announcement of the opening of online registration.

If you would like to share your skills and expertise as a facilitator or a recorder, please email Chapter Council Roundtables Committee Cochairs Jan LaBeause (labeause_j@mercer.edu) or Marie Reidelbach, AHIP (mreidelb@unmc.edu). Facilitators and recorders can earn one point for the Academy of Health Information Professionals for completing these activities!

To register for roundtables, select one of the following topics:

- | | | |
|---|---|---|
| 1 Assessment and Evaluations | 11 Health Information Literacy | 21 Repositories and Archives |
| 2 Blogging | 12 Integrated Service Desk | 22 Retirement |
| 3 Consumer Health | 13 Management/Leadership | 23 So You Want to Do Research? |
| 4 Copyright Issues and E-journals | 14 Management of E-resources | 24 Stepping Out of the Library |
| 5 Curriculum Integration | 15 Marketing and Public Relations | 25 Technology/Survival Issues for Hospital Librarians |
| 6 Evidence-based Medicine | 16 Maximizing Your Workforce | 26 Training Librarians for the Future |
| 7 Expert Searching | 17 Open Access/Scholarly Publishing | 27 Use of New Technologies for Teaching |
| 8 Federated Search Tools and Journal Linkouts | 18 Outreach to Special Populations | 28 Virtual Library Services |
| 9 Grants and Extramural Funding | 19 Planning for the New or Renovating the Old? Library Space Planning | 29 Web Design and Usability |
| 10 Gray Literature | 20 PubMed/National Library of Medicine | 30 Working Together: Consortia |



For details about the social and networking events listed below, go to www.mlanet.org/am/am2006/.

Bring the family and friends to Phoenix and enjoy pre- and post-meeting sightseeing tours. Details are available on the MLA '06 Website.

Hospital Libraries Section Business Meeting and Reception

4:30 p.m.–6:00 p.m.

Optional ticketed event. No charge, but registration is required. Select the reception on the registration form.

International Visitors Reception

Sponsored by EBSCO.

6:00 p.m.–7:00 p.m.

Invitation only.

Library School Reunion Reception

6:00 p.m.–7:00 p.m.

Friends of the National Library of Medicine Reception

Sponsored by Elsevier.

7:00 p.m.–9:00 p.m.

Optional ticketed event. Purchase tickets on the registration form. Attendance maximum is 200.

Awards Ceremony and Luncheon

noon–1:30 p.m.

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

Networking Lunch with MLA Sections

12:30 p.m.–2:00 p.m.

Ticketed event. Purchase tickets on the registration form.

Join in an informal lunch with members of your section to connect more personally with others who share your interests. Not a section member yet? No problem. The lunch is also a great opportunity to learn about MLA's twenty-three sections.

Tuesday MLA Reception

7:00 p.m.–10:00 p.m.

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

Sunday, May 21 (continued)

Poisoned Pen Mystery Bookstore Reception

7:00 p.m.

Optional ticketed event. Purchase tickets on the registration form. Hors d'oeuvres and round trip transportation from Hyatt included. Cash bar. Attendance minimum is 40.



Monday, May 22

Tuesday, May 23

Open Forums

3:30 p.m.–4:30 p.m.

Audience participation is encouraged during these concurrent sessions that take on hot topics in the association. Tentative topics include MLANET redesign, re-envisioning of MLA's education and research statements, and information specialist in context study results. Members of MLA's Leadership and Management Section's Task Force on Professional Development for Current and Aspiring Middle Managers will discuss what they have learned about developing middle managers and where they are going.

Services

Colleague Connection

This popular networking program pairs a new member or first-time attendee with an experienced member. Once assigned, the pairs work out their own meeting schedules. To participate, please contact Dean Hendrix at dhendrix@buffalo.edu by **May 1, 2006**. Indicate whether you want to be paired with an experienced member or want to help a new colleague.

Job Placement Center

Hours

Saturday, May 20	9:00 a.m.–4:00 p.m.
Sunday, May 21	11:00 a.m.–5:00 p.m.
Monday, May 22	9:00 a.m.–noon and 2:00 p.m.–5:00 p.m.
Tuesday, May 23	9:00 a.m.–5:00 p.m.
Wednesday, May 24	9:00 a.m.–1:00 p.m.

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

In the Hall of Exhibits

The Hall of Exhibits offers opportunities to learn about the latest products and services from some of the most respected names in the profession. More than 100 exhibitors are expected. To fully enjoy the many displays, we suggest you allow 6 hours during the meeting for walking through the information-packed Hall of Exhibits. Children under 13 are not permitted in the Hall of Exhibits.

Hours

Saturday, May 20	5:30 p.m.–7:30 p.m. Welcome reception and opening of exhibits
Sunday, May 21	noon–5:00 p.m.
Monday, May 22	10:00 a.m.–noon and 1:15 p.m.–5:00 p.m.
Tuesday, May 23	10:00 a.m.–3:00 p.m.

Internet Café

Saturday, May 20–Wednesday, May 24
Sponsored by Elsevier.

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

Poster Sessions

Sunday, May 21, 3:30 p.m.–4:30 p.m.
Monday, May 22, 3:30 p.m.–4:30 p.m.

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

Individual job seekers and employers must register with the Job Placement Center by completing the forms available at www.mlanet.org/am/am2006/ or requesting a form by calling 312.419.9094 x13 or emailing mlams2@mlahq.org. No other forms except MLA forms will be accepted. Forms must reach MLA no later than **May 1, 2006**.

All forms will be accepted whether or not you are able to attend MLA '06. Only employers are assessed fees for participating; there is no fee for job seekers.

In addition to the onsite Job Placement Center, employers can post job opportunities on the MLA '06 Website for \$75.00 for 2 months. The special May meeting edition of the MLA News provides an additional opportunity to place job postings. Visit www.mlanet.org/jobs/jobs2.html to place a job ad in *MLA News*.

Technology Showcase

Hall of Exhibits Hours

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

Exhibitors

(As of January 3, 2006)

AMERICAN ACADEMY OF ORTHOPAEDIC SURGEONS • AMERICAN ASSOCIATION FOR CLINICAL CHEMISTRY • AMERICAN CHEMICAL SOCIETY • AMERICAN PHYSIOLOGICAL SOCIETY • AMERICAN PSYCHIATRIC PUBLISHING • AMERICAN PSYCHOLOGICAL ASSOCIATION • AMERICAN SOCIETY FOR BIOCHEMISTRY AND MOLECULAR BIOLOGY (ASBMB) • ANNUAL REVIEWS • BASCH SUBSCRIPTIONS AND THE REFERENCE SHELF • BENTHAM SCIENCE PUBLISHERS • BioMed Central • BLACKWELL PUBLISHING • BMJ PUBLISHING GROUP • CENTERS FOR DISEASE CONTROL AND PREVENTION • CHRISTOPHER AND DANA REEVE PARALYSIS RESOURCE CENTER • CISTI— CANADA INSTITUTE FOR SCIENTIFIC AND TECHNICAL INFORMATION • CUADRA ASSOCIATES • CYBERTOOLS FOR LIBRARIES • DYNAMED • EBSCO INFORMATION SERVICES • ELSEVIER • EOS INTERNATIONAL • EPOCRATES • FUTURE SCIENCE GROUP • GOPRINT SYSTEMS • HARRASSOWITZ BOOKSELLERS AND SUBSCRIPTION AGENTS • HEALTH AFFAIRS • INFOPOEM • INFORMA HEALTHCARE • INNOVATIVE INTERFACES • J. A. MAJORS/YBP LIBRARY SERVICES • JAMA AND ARCHIVES JOURNALS • JOURNAL OF CLINICAL ONCOLOGY AND ASCO PUBLICATIONS • THE JOURNAL OF NEUROSCIENCE • LEXI-COMP • LIPPINCOTT WILLIAMS & WILKINS • MARCIVE • MARY ANN LIEBERT PUBLISHERS • MATTHEWS MEDICAL AND SCIENTIFIC BOOKS • MCGRAW-HILL • THE MEDICAL LETTER • NATIONAL INSTITUTE OF HEALTH • NATIONAL LIBRARY OF MEDICINE • NEAL-SCHUMAN PUBLISHERS • THE NEW ENGLAND JOURNAL OF MEDICINE • OVID • OXFORD UNIVERSITY PRESS • PROQUEST • PUBLIC LIBRARY OF SCIENCE • REFWORKS • RITTENHOUSE BOOK DISTRIBUTORS • SAGE PUBLICATIONS • SERIALS SOLUTIONS • SIGMA THETA TAU INTERNATIONAL • SIRSIDYNIX • SLACK • SOFTLINK AMERICA • SPRINGER • S-T IMAGING • STOP FALLING PRODUCTIONS • SWETS INFORMATION SERVICES • SYDNEYPLUS INTERNATIONAL • TETON DATA SYSTEMS (STAT!REF) • THIEME MEDICAL PUBLISHERS • THOMSON GALE • THOMSON MICROMEDEX • THOMSON PDR • THOMSON SCIENTIFIC • TOUCH OF LIFE TECHNOLOGIES • UPTODATE • VENDAPIN • WILEY

To exhibit at MLA '06, contact Marybeth Durkin, Hall-Erickson, at 630.434.7779; email, mla@heiexpo.com.

For a more detailed description of each continuing education (CE) course, visit the MLANET Education Clearinghouse at www.mlanet.org/education/cech/ or www.mlanet.org/am/am2006/.

Full-day CE course: 8 hours
Six-hour CE course: 6 hours
Half-day CE course: 4 hours

Course Suites

- CH Consumer Health Information Specialist**
These courses present the latest resources and ideas in the consumer health information field.
- DL Digital Libraries**
These courses focus on aspects of digital libraries.
- EBM Evidenced-based Medicine**
These courses emphasize the librarians' role in the practices of evidence-based health care.
- ES Expert Searcher Training Initiative**
These courses emphasize librarians' roles as expert searchers in health care and biomedical research.
- PH Public Health**
These courses provide information about the latest resources in the field of public health.

Hands-on Computer Courses

All hands-on computer courses will be held at an offsite facility in Phoenix, AZ, and not at the Hyatt Regency Phoenix. The facility will be named in the *Official Program*. Transportation from the hotel to the facility will be provided. Hands-on courses are clearly marked as part of the course description with the hand icon.

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.

Register for CE courses by course number and day on the registration form. Fees are based on first-choice selections. You do not have to register for the meeting to register for MLA '06 courses. Room assignments will be listed in the *Official Program*.

Fees and Cancellation Policy

Student fee, pending available space: \$50

Cancellation or course change fee: \$50 per course

All CE cancellations must be submitted in writing and faxed to the MLA CE coordinator at 312.419.8950. Cancellations received **before 11:59 p.m. on April 17, 2006**, are subject to a \$50 fee. **After April 17, 2006**, MLA will give refunds only for documented medical emergencies. Refunds will be processed within 6 weeks after the meeting. MLA will honor written requests to transfer a CE registration to another person.

Essential Areas of Knowledge

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

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

Friday, May 19

Full-day Courses, 8:00 a.m.–5:00 p.m.

200 Creating a Business Plan

Level: Intermediate

Cost: \$285 (nonmember, \$335)

Attendance Maximum: 25

A well-written business plan is as important for an established library, regardless of size, as it is for a new project. While each plan is unique, most plans follow a well-trying and tested structure. Participants will learn the components of the business planning process and the basic format of a plan and discuss key factors in creating an effective plan.

Instructor: Joy H. P. Harriman, AHIP, unit associate director, Library of the Health Sciences, Health Sciences Center, Texas Tech University—Odessa

201 Introduction to Financial Management for Health Sciences Librarians

Level: Beginning

Cost: \$285 (nonmember, \$335)

Attendance Maximum: 30

Gain a foundation in the principles, concepts, vocabulary, and techniques essential to effective financial management in health sciences libraries. Major topic areas include basic microeconomic concepts, cost analysis, budgets and budgeting, computer software tools, and communication strategies.

Instructor: Gary Byrd, AHIP, director, Health Sciences Library, University at Buffalo (SUNY), Buffalo, NY

300 Expert Searching for Nursing and Allied Health

Level: Intermediate

Prerequisite: Basic experience searching MEDLINE and CINAHL

Cost: \$285 (nonmember, \$335)

Attendance Maximum: 32

Discuss the tools and techniques for comprehensive searching of the literature for nursing and allied health professionals. Share expert searching roles in academic, research, and practice settings. Learn from

instructors who have intimate knowledge of the databases and the literature of nursing and allied health, including the scope and coverage of MEDLINE and CINAHL, their indexing practices, and other databases and Web resources.

Instructors: Margaret (Peg) Allen, AHIP, library consultant, Wisconsin Area Health Education Center System and Cinahl Information Systems, Stratford, WI, and June R. Levy, managing director, Cinahl Information Systems, Glendale, CA

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

Cost: \$285 (nonmember, \$335)

Explore five qualitative inquiries (phenomenological study, case study, grounded theory study, ethnography, and biography) and their applications. Discuss the data collection methods of interviewing, observation, focus groups, recording, open

surveys, and documents. Learn data analysis methods, both manual and computer assisted (N6 software). Explore ethics, reports, and standards of research quality and verification.
Instructor: Michelynn McKnight, AHIP, assistant professor, School of Library and Information Science, Louisiana State University–Baton Rouge

Six-hour Courses, 8:00 a.m.–3:00 p.m.

100 Measuring Your Impact: Using Evaluation to Demonstrate Value

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

Attendance Maximum: 30

Show the value of your libraries' services. Become familiar with an evaluation process and take away methods and tools for assessment, evaluation planning, creation of logic models, data collection, and reporting. Case-based scenarios move participants through the steps of an evaluation process.
Instructors: Maryanne P. Blake, evaluation and communication coordinator, National Network of Libraries of Medicine, Pacific Northwest Region, Health Sciences Library, University of Washington–Seattle, and Betsy Kelly, assessment and evaluation liaison, National Network of Libraries of Medicine, MidContinental Region, Bernard Becker Medical Library, Washington University School of Medicine, St. Louis, MO

101 The PhD Experience: Graduate School in the Basic Biomedical Sciences

Level: Beginning

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

Attendance Maximum: 30

This course introduces the training of basic biomedical scientists in doctoral programs and the scientific method, the nature of "research" in the basic sciences, and models of teaching these concepts to future scientists. This knowledge will help participants tailor their services to the biomedical research community at their home institutions.
Instructors: Kevin Messner, biosciences librarian, Bio-Medical Library, University of Minnesota–Minneapolis; Susan Kendall, AHIP, health sciences coordinator, Library, Michigan State University Libraries–East Lansing; and Michele R. Tennant, AHIP, bioinformatics librarian, Health Sciences Center Libraries, University of Florida–Gainesville

202 Planning and Managing Consumer Health Libraries

Level: Beginning+

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

Attendance Maximum: 50

Learn about needs assessment, costs and funding, business plans, staffing, collection development, policy development, and public relations.
Instructor: Michele Spatz, director, Planetree Health Resource Center, Mid-Columbia Medical Center, The Dalles, OR

600 Introducing Interactivity Into Your Web Design:

(Formerly titled "Advanced Tools for Web Course Design")

Level: Intermediate

Prerequisites: Good Windows skills.

Web creation skills advantageous, but not required.

Cost: \$335 (nonmember, \$385)

Attendance Maximum: 24

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

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

Half-day Courses, 8:00 a.m.–noon

301 The Changing Nature of Providing Reference/Information Services

Level: Intermediate

Prerequisite: At least 2 years' professional experience

Cost: \$210 (nonmember, \$260)

Attendance Maximum: 20

Designed for reference or information services librarians who are aware that their roles are changing and want to effect that change in a creative and positive way, this course will explore new roles and technologies available to librarians to meet changing patron needs. Participants will leave the class perceiving change as an opportunity for professional growth and improved service.
Instructors: Carol Scherrer, AHIP, head, Information Services, and Lisa Wallis, AHIP, information services librarian, Library of the Health Sciences, University of Illinois–Chicago

302 An Evidence-based Approach to Complementary and Alternative Medicine

Level: Intermediate

Cost: \$285 (nonmember, \$335)

Attendance Maximum: 24

An evidenced-based approach to complementary and alternative medicine is necessary for librarians working with the public and health professionals. Health professionals and the public are interested in the evidence behind complementary and alternative medicine, and librarians must fill this information void. Come and learn about different databases and Websites, collection development, therapies, and much more.
Instructor: Stephanie Weldon, reference librarian, Denison Memorial Library, Health Sciences Center, University of Colorado–Denver

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

102 The Art of Building and Sustaining Community Partnerships

Level: Beginning

Cost: \$210 (nonmember, \$260)

Attendance Maximum: 25

Building strong partnerships is essential for effective health information outreach and various library programs and services. The overall goal of this course is to offer concrete skills and several perspectives that are useful for establishing productive relationships with a range of potential partners. This course will discuss issues involved in the partnership-building process and identify factors for success to help guide the development of active and engaged partnerships.

Instructors: Deborah H. Charbonneau, coordinator, Information Access and Delivery, and Carrie Croatt-Moore, information services librarian, Vera P. Shiffman Medical Library and University Libraries, Wayne State University, Detroit, MI

500 Emerging Mobile Technologies

Level: Intermediate

Prerequisites: Familiarity with mobile technologies such as PDAs, iPods, and cell phones

Cost: \$210 (nonmember, \$260)

Increase your knowledge of emerging mobile technologies such as smart phones, personal digital assistants (PDAs), and iPods. In this course, librarians will learn to embrace these technologies and utilize them as vehicles to increase access to evidence-based health information at the point of care.

Instructors: Gabriel Rios, associate director, and Melissa De Santis, AHIP, assistant director, Public Services, Briscoe Library, Health Science Center, University of Texas–San Antonio

701 Research for Beginners: Seven Steps to Success

Level: Beginning

Cost: \$210 (nonmember, \$260)

Attendance Maximum: 30

Take this course to get acquainted with the research process: framing the hypothesis or question, designing the study, acquiring the means to collect data, collecting and analyzing data, publishing, and evaluating. Participants will see the benefits to their careers and their profession in doing research.

Instructor: Brenda Pfannenstiel, AHIP, coordinator, Kreamer Family Resource Center, Children's Mercy Hospitals and Clinics, Kansas City, MO

Saturday, May 20

Full-day Courses, 8:00 a.m.–5:00 p.m.

Friday, May 19,
Half-day Courses,
1:00 p.m.–5:00 p.m.
(continued)

EBM **702 Understanding Health Care Literature: A Primer for Working with Evidence-based Health Care Principles**

Level: Beginning

Cost: \$210 (nonmember, \$260)

Attendance Maximum: 30

Often, evidence-based teaching and learning relies on studying various categories of health care research such as therapy, diagnosis, and economics—emphasizing the differences across the categories. Librarians, as teachers, need to know about and find the aspects of the health care literature that are common to all categories of clinical research. This workshop looks at twelve topics or issues and shows why each is important.

Instructor: Kathleen Ann McKibbin, associate professor, Clinical Epidemiology and Biostatistics, Health Information Research Unit, McMaster University, Hamilton, ON, Canada

203 Essentials of Hospital Librarianship

Level: Beginning

Cost: \$285 (nonmember, \$335)

Attendance Maximum: 36

This course will provide the fundamental knowledge and skills hospital librarians need. It will outline important issues related to operational functions including, but not limited to, budgeting, planning, understanding corporate culture, networking, and reaching out to consumers.

Instructors: Barbara S. Reich, AHIP, director, Medical Library, Hackensack University Medical Center, Hackensack, NJ; Maria D. Collette, director, Library Services, W. L. Estes Jr. Memorial Library, St. Luke's Hospital and Health Network, Bethlehem, PA; and Patricia Baldwin Regenberg, AHIP, library manager, Overlook Health Sciences Library, Overlook Hospital, Summit, NJ

ES **303 Medical Subject Headings (MeSH) for Searchers**

Level: Beginning

Prerequisite: Previous experience using PubMed/MEDLINE databases

Cost: \$285 (nonmember, \$335)

Attendance Maximum: 25

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

OL **501 How to Leverage Open Source Software to Enhance Library Services**

Level: Intermediate

Prerequisites: Interest in open access and digital libraries

Cost: \$285 (nonmember, \$335)

Attendance Maximum: 30

Learn how you can use open source software in your library—on the Windows, Macintosh, and Linux/UNIX platforms—to serve users in both traditional and new ways. Participants will understand why the library community is especially well poised to embrace and adapt the open source community's ideas and products. The course will also cover how to get past potential barriers to using open source in the library.

Instructor: Scott Garrison, assistant dean,

Library Technology and Services, Western Michigan University–Kalamazoo

601 Rapid Training Design: A Short Course for Librarians

Level: Intermediate

Cost: \$285 (nonmember, \$335)

Attendance Maximum: 30

Have you been asked to deliver training to library patrons, students, and/or faculty? Would you like to learn how to create training that gets your customers up and running quickly by meeting their essential learning needs? Do you teach customers library skills one-on-one but do not have a background in creating instructional materials? Get the tools, confidence, and knowledge you need to tackle real-world training situations.

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

EBM **602 The Librarian's Role in Information Mastery: Assessing the Usefulness of Clinical Information Sources**

Level: Intermediate

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

Cost: \$385 (nonmember, \$435)

Attendance Maximum: 24

Come together under the umbrella of information mastery to find and incorporate the best information based on the "Usefulness of Medical Information Equation." Stress evaluating information for a balance between three concepts: validity, relevance, and the time it takes to find an answer. Learn new skills that are necessary to provide the right information, at the right time, and for the situation. Analyze clinical information needs, learn new skills, and investigate new tools and resources.

Instructor: Karen Knight, medical education librarian, Claude Moore Health Sciences Library, and David Slawson, B. Lewis Barnett Jr. professor, Family Medicine, University of Virginia–Charlottesville

EBM **703 Introduction to Medical Health Care Informatics for Librarians**

Level: Beginning

Cost: \$285 (nonmember, \$335)

Attendance Maximum: 30

Get a broad understanding of what medical/health care informatics is, how it overlaps with medical/health care librarianship, and what to expect from more implementation of these systems in the organizations where librarians work. This course will also show examples of how information is being integrated into health care delivery, where librarians can benefit from working with informatics systems, what issues are



involved in implementation, and what potential problems are inherent with medical informatics systems.

Instructor: Kathleen Ann McKibbin, associate professor, Clinical Epidemiology and Biostatistics, Health Information Research Unit, McMaster University, Hamilton, ON, Canada, and Ellen Detlefsen, associate professor, School of Information Sciences, Department of Library and Information Science, University of Pittsburgh, Pittsburgh, PA

Six-hour Courses, 10:00 a.m.–5:00 p.m.

CH 204 **Ethnic Awareness and Health Information Resources: Chicken Soup and Crawdad Gumbo**

Level: Beginning

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

Attendance Maximum: 25

Participants will be able to use ethnic awareness skills for improved patron contact and use Medical Subject Headings to develop ethnic health searches on PubMed and other related databases. This class addresses accreditation standards of the Joint Commission on Accreditation of Healthcare Organizations.

Instructors: Amy Gische Lyons, AHIP, associate director, Health Sciences Library, and Patricia M. Sarchet, project manager and medical anthropologist, State University of New York (SUNY)–Buffalo

205 Proactive Librarianship: Knowledge, Innovation, and Leadership for Newer Librarians

Level: Beginning

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

Attendance Maximum: 30

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

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

400 First Do No Harm: Basic Strategies for Administering Archival Materials in Health Sciences Libraries

Level: Intermediate

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

Attendance Maximum: 30

Learn basic strategies to arrange, protect, and

make use of archival items and collections, including manuscript materials, photographs, and films. This course will help improve the quality of health sciences library services and help librarians acquire new knowledge and skills in health sciences librarianship, transition from one area of library practice to another, and improve their ability to manage health sciences information resources.

Instructors: Paul Theerman, head, Images and Archives, History of Medicine Division, National Library of Medicine, Bethesda, MD, and Tim Pennycuff, assistant professor and university archivist, Lister Hill Library of the Health Sciences, University of Alabama–Birmingham

OL 401 **Unified Medical Language (UMLS) Basics**

Level: Intermediate+

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

Join a team of experts for a journey into the world of the Unified Medical Language System (UMLS). Gain a basic comprehension of many of the components of the UMLS; an understanding of tools that may be used with the knowledge sources, including various lexical and other software programs; and criteria for assessing the usefulness of specific controlled vocabularies for clinical, research, and educational purposes.

Instructors: Carolyn Tilley, advisor, UMLS Support, and Janice H. Willis, senior librarian, UMLS, National Library of Medicine, Bethesda, MD

OL 502 **Technology Planning for Health Sciences Librarians**

Level: Intermediate

Prerequisite: Experience with planning

Cost: \$335 (nonmember, \$385)

Attendance Maximum: 24

Gain skills in identifying emerging technologies that will impact library services and develop practical tools to prepare for and optimize these new technologies. In addition, learn strategies for integrating transformational technologies into the library's mission and goals.

Instructor: Wallace McLendon, deputy director, Health Sciences Library, University of North Carolina–Chapel Hill

EBM 603 **Teaching About Evidence-based Practice**

Level: Intermediate

Prerequisite: Knowledge of advanced literature searching techniques

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

Explore the librarian's role in teaching about evidence-based practice (EBP), develop learning exercises using evidence-based database resources, explore and develop

methods for integrating EBP into the curricula of health sciences programs, and leave with planning and marketing tips for evidence-based health care instruction programs.

Instructor: Lisa Traditi, AHIP, head, Education and Learning Resources Center, Denison Memorial Library, University of Colorado at Denver and Health Sciences Center, Denver, CO

EBM 704 **Doing It Right: Supporting Systematic Reviews with Expert Searching and Project Management Skills**

Prerequisites: Basic understanding of the concepts of evidence-based medicine and clinical epidemiology; substantial experience searching a range of databases

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

Attendance Maximum: 30

Participants will be able to critically read and evaluate a systematic review; identify appropriate topics; plan the review process and document it; identify search strategies and sources; understand, plan, and use an iterative strategy; evaluate identified resources; organize the evaluations; participate in preparing the review; and better assist their libraries' users who are involved in preparing systematic reviews.

Instructor: Pamela C. Sieving, informationist/biomedical librarian, Library, National Institutes of Health, Bethesda, MD

Half-day Courses, 8:00 a.m.–noon

CH 206 **Face-to-Face: Strategies for Effective Consumer Health Communication**

Level: Beginning+

Cost: \$210 (nonmember, \$260)

Attendance Maximum: 50

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

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

ES 304 **Number, Number, Who's Got the Number? Or Who's Counting: Health Statistics Sources**

Level: Beginning+

Prerequisite: Internet and MEDLINE basics

Cost: \$210 (nonmember, \$260)

Attendance Maximum: 40

Acquire the framework for answering reference inquiries about vital and health

statistics that are encountered in hospital and academic health center libraries. Focus on typical reference problems; health statistics terminology; primary location tools and applications; primary data sets collected by government and health organizations; local, state, and international statistics; and uses of MEDLINE's Medical Subject Headings (MeSH) vocabulary.

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

EBM 604 Evidence-based Medicine: Introduction to Study Design and Critical Appraisal

Level: Beginning

Cost: \$210 (nonmember, \$260)

Attendance Maximum: 25

Get introduced to critical appraisal skills through understanding the basic study designs (case-control, cohort, randomized controlled clinical trial, systematic review, and meta analysis) and the validity issues in clinical research. This engaging course will focus on the basic designs in medicine and the critical appraisal criteria for randomized controlled trials and systematic reviews. Learners will be better able to identify good studies and support evidence-based medicine in their own institutions.

Instructor: Connie Schardt, AHIP, education coordinator, Medical Center Library, Duke University, Durham, NC

Half-day Courses, 1:00 p.m.–5:00 p.m.

103 Joint Commission Standards: Management of Information and Beyond

Level: Beginning

Cost: \$210 (nonmember, \$260)

Attendance Maximum: 25

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 an environment of care, quality, and patient safety.

Instructors: Susan Schweinsberg Long, AHIP, library director, Medical Library, Virginia Mason Medical Center, Seattle, WA, and Janet Cowen, AHIP, director of library services, Maine Medical Center-Portland

Half-day Courses, 1:00 p.m.–5:00 p.m.

CH 305 Consumer Health Libraries: Managing for Your Customer Base and Environment

Level: Beginning

Cost: \$210 (nonmember, \$260)

Attendance Maximum: 30

This course will encourage participants to approach managing consumer health libraries in light of the needs of their customer base and in the context of their libraries' environments. Participants will consider how they can identify and characterize their customer base and how that customer base will shape their efforts in collection development, reference service, circulation policies, and marketing.

Instructor: Brenda Pfannenstiel, AHIP, coordinator, Kreamer Family Resource Center, Children's Mercy Hospitals and Clinics, Kansas City, MO

ES 306 Toxicology Information Resources on the Web

Level: Beginning

Prerequisite: Knowledge of basic Web searching and database fundamentals

Cost: \$210 (nonmember, \$260)

Attendance Maximum: 30

Explore the variety of databases and other Web-based resources in toxicology, environmental health, hazardous chemicals, risk assessment, and ancillary subjects offered by the National Library of Medicine (NLM). Also, take a selective look at Websites and digital tools available from organizations outside NLM.

Instructor: Philip Wexler, technical information specialist, Toxicology and Environmental Health Information Program, National Library of Medicine (Specialized Information Services Division), Bethesda, MD, and editor-in-chief, *Encyclopedia of Toxicology*, 2nd ed., Oxford, UK: Elsevier, 2005.

402 Reference Collection Development and Management

Level: Beginning

Cost: \$210 (nonmember, \$260)

Reference sources are available in both print and online formats. How does this change the way reference collection development is done? What are the most effective ways to make these resources available for quick reference use? This course will review collection development principles and criteria for both print and online resources. It will also present ways to organize and present these resources from library Web pages.

Instructors: Jo Anne Boorkman, AHIP, head, Carlson Health Sciences Library, University of California-Davis, and Anneliese Taylor, manager, Collection Development Library and Center for Knowledge Management, University of California-San Francisco

OL 503 How to Use Really Simple Syndication (RSS) to Know More and Do Less

Level: Beginning

Prerequisites: Standard experience with a Web browser

Cost: \$285 (nonmember, \$335)

Attendance Maximum: 24

RSS or really simple syndication is an extensible markup language (XML) format that allows syndication of Web content. But what does that really mean? Learn how to use a news aggregator to read multiple sites to keep current while reducing the strain of your workload. Learn how news aggregators help you handle information overload and keep you more informed at the same time. In addition, you can start providing RSS feeds of your own news in creative and innovative ways.

Instructor: Jenny Levine, Internet development specialist, Metropolitan Library System, Burr Ridge, IL

Informal Meetings Notice

MLA reserves blocks of time for informal meetings and other events. Requests outside these times cannot be accommodated. Requests received before **March 1, 2006**, will be listed in the *Official Program*.

By contract, all meeting space is controlled by MLA. Calls to the facilities for space will be forwarded to the meeting planner for approval. The following time blocks are approved for informal meetings:

- **Sunday, May 21**
7:00 a.m.–9:00 a.m., 3:30 p.m.–4:30 p.m. (during poster session)
- **Monday, May 22**
7:00 a.m.–9:00 a.m., 3:30 p.m.–4:30 p.m. (during poster session), 6:00 p.m.–8:00 p.m.
- **Tuesday, May 23**
7:00 a.m.–9:00 a.m., 11:30 a.m.–12:30 p.m., 4:30 p.m.–6:00 p.m.
- **Wednesday, May 24**
7:00 a.m.–9:00 a.m.

For more information and to reserve informal meeting space, you must complete an application at www.mlanet.org/am/am2006/.

Saturday, May 20

9:00 a.m.–3:00 p.m.

CH 800 Patient Safety: A Proactive Approach for Information Professionals

Sponsored by the Consumer and Patient Health Information and Hospital Libraries Sections.

Cost: \$260; includes a box lunch; **MLA CE contact hours:** 6
 Since the release of the Institute of Medicine's report, *To Err Is Human*, many hospitals in the United States and professional communities in health care have created distinct roles and initiatives to effectively apply their expertise to reduce errors in medicine. A defined role in patient safety for information professionals is necessary for health care communities to realize the possibilities of working proactively with this professional group. Improvements in safety can be gained by applying distinct information management competencies. New ways of applying these competencies and measuring improvements based on these applications can help document the impact that reliable information and knowledge processes can have on the safety of care. This symposium provides health sciences librarians the opportunity to interact with other health care professionals and consumers in defining the role of the librarian in patient safety.

Speakers:

Geri Amori, senior director, The Risk Management and Patient Safety Institute, Shelburne, VT

Jim Conway, senior fellow, Institute for Healthcare Improvement, Cambridge, MA; senior consultant, Dana-Farber Cancer Institute, Boston, MA; and board chair, Health Care Dimensions Hospice, Waltham, MA

Roxanne J. Goeltz, past president and cofounder, Consumers Advancing Patient Safety, Chicago, IL

Allen Vaida, executive director, Institute for Safe Medication Practices, Huntingdon Valley, PA

Panelists:

Jeannine Cyr Gluck, AHIP, director, Library and Continuing Medical Education, Eastern Connecticut Health Network–Manchester

Howard Fuller, librarian, Stanford Health Library, Stanford Hospitals and Clinics, Palo Alto, CA

Linda Williams, information technology specialist and cybrarian, National Center for Patient Safety, Veterans Administration, Ann Arbor, MI

Diane G. Wolf, AHIP, associate director, Medical Library, Wilmington Hospital Library, Christiana Care Health System, Wilmington, DE

Lori Zipperer, cybrarian, Zipperer Project Management, Evanston, IL

Wednesday, May 24

1:00 p.m.–5:00 p.m.

801 Serving Diverse Users: Cultural Competencies for Health Sciences Librarians

Sponsored by the National Library of Medicine and the Mid-Atlantic Chapter of MLA.

Cost: \$125; **MLA CE contact hours:** 4

Every day, libraries worldwide strive to provide services, resources, and collections that reflect the changing demographics of the communities they serve. This goal becomes even more important as the population becomes more culturally diverse. For the library profession, this means transforming our services and collections to meet the health information needs of individuals from a variety of ethnic and racial backgrounds. To provide culturally and linguistically appropriate health information, collections and services should reflect the ever-changing face of today's communities. Additionally, librarians should strive to become more aware of the cultural differences that impact the information-seeking behavior of the increasingly diverse communities that they serve. This will require librarians to employ strategies that transcend barriers of culture, ethnicity, religion, and language. Cultural competency is defined as a set of values, behaviors, attitudes, and practices that enable people to work effectively across racial/ethnic and cultural lines. This symposium focuses on the importance of delivering culturally competent library services, resources, and collections.

Speakers:

Nancy Press, library director, Mars Hill Graduate School Library, Bothell, WA

Annabelle V. Nunez, assistant librarian, Information Services, Arizona Health Sciences Library, University of Arizona–Tucson

Mary Diggs-Hobson, executive director, African Americans Reach and Teach Health Ministry, Seattle, WA

Deborah H. Charbonneau, principal investigator, Urban Health Partners, Vera P. Shiffman Medical Library, Wayne State University, Detroit, MI

Amy E. Lavertu, information services librarian, Hirsh Health Sciences Library, Tufts University, Boston, MA

Teresa Hartman, head of education/assistant professor, McGoogan Library of Medicine, University of Nebraska Medical Center–Omaha

This symposium will give participants the opportunity to:

- gain an understanding of the key concepts related to cultural competence
- participate in discussions relating to the characteristics of culturally competent librarians
- obtain a better understanding of the important role librarians can play in disseminating health information by listening to community needs, developing cultural competence, and working with community partners
- learn about strategies that librarians may use to uncover the information needs of individuals from a variety of ethnic backgrounds
- hear about exemplary projects that demonstrate how librarians are using cultural competence to more effectively serve users from diverse communities
- learn about tools and resources available for developing culturally relevant resources for the communities they serve

Plan Your Itinerary Before Heading to MLA '06

A unique online itinerary builder, the **OASIS Program Planner** lets you search and mark sessions and abstracts of interest, storing them in a personalized itinerary. Invited speakers, events, locations, and much more can be found through this useful tool. Visit www.mlanet.org/am/am2006/ to start planning the meeting today.

Section Programs

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

MLA '06 section programming is organized around five major themes:

collection/resources, education and outreach, healers and healing, leadership and professional development, and research methods.

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

Programs are presented alphabetically by theme and program name. Primary sponsors are listed first under sponsors.

Session dates and times

Session 1: Sunday, May 21	2:00 p.m.–3:30 p.m.
Session 2: Monday, May 22	2:00 p.m.–3:30 p.m.
Session 3: Tuesday, May 23	2:00 p.m.–3:30 p.m.

Collections/Resources

Evidence-based Public Health Librarianship

Sponsors: Public Health/Health Administration, Research, Health Association Libraries, and Federal Libraries Sections

Speaker: E. Hatheway Simpson, Lamar Soutter Library, University of Massachusetts Medical School–Worcester: “Improving Access to Public Health Information: A Study of Information Needs in a State Health Department”

Gathering Health Data in E-environments

Sponsors: 2006 National Program Committee, Collection Development and Public Health/Health Administration Sections, Outreach SIG

The Journey Ahead: Leaving Print for the Virtual Library

Sponsors: Collection Development, Hospital Libraries, and Technical Services Sections

Junk into History? Dealing with Archives and Gifts

Sponsors: History of Health the Sciences and Hospital Libraries Sections

Stuck on E: Patron Expectation of E-Everything Changes What We Do

Sponsors: Dental, Medical Informatics, and Public Health/Health Administration Sections

Transforming Scholarly Publishing: The Role of Institutional Repositories

Sponsors: Technical Services and Educational Media and Technologies Sections

Education and Outreach

The Future of Professional Health Care Education

Sponsor: Dental Section
Speakers: Jack Dillenberg, Arizona School of Dentistry and Oral Health–Mesa, and Douglas Wood, A. T. Still University of Health Sciences, Mesa, AZ

Implementing Evidence-based Practice in the Real World

Sponsors: Nursing and Allied Health Resources, Hospital Libraries, and Chiropractic Libraries Sections, African American Medical Librarians Alliance SIG

Speaker: Ellen Fineout-Overhold, Center for Advancement of Evidence-Based Practice and Clinical Nursing, Arizona State University College of Nursing–Tempe

Integrating Technology into the Health Sciences Curriculum

Sponsors: Educational Media and Technologies and Public Services Sections, Libraries in Curriculum SIG

Transforming Reference and Outreach Services for Biomedical Researchers

Sponsors: Public Services Section and Molecular Biology and Genomics SIG

Virtual Classroom: Demonstrating the Use of Distance Learning Technologies

Sponsors: Educational Media and Technologies and Medical Library Education Sections

Healers and Healing

Arizona to Zimbabwe, Afghanistan to Vermont

Sponsors: Federal Libraries Section, Outreach and African American Medical Librarians Alliance SIGs

Between “Madness” and Mental Health: Changing Perceptions and Treatment

Sponsors: History of the Health Sciences and Pharmacy and Drug Information Sections, Lesbian, Gay, Bisexual, and Transgendered Health Sciences Librarians and Mental Health SIGs

Cancer Prevention and Treatment: From Community Transformations to Complementary and Alternative Therapies

Sponsors: Cancer Librarians Section, Complementary and Alternative Medicine SIG

Get Magnetized: Magnet, Libraries, and Excellence

Sponsors: Nursing and Allied Health Resources and Hospital Libraries Sections

Speakers: Christina Joy, American Nurses Credentialing Center, Silver Spring, MD, and panelists: Richard Barry, AHIP, American Nurses Library, American Nurses Association, Silver Spring, MD; Jan Baum, John C. Lincoln Health Network, Phoenix, AZ; Sally Harvey, AHIP, Learning Resources and Continuing Medical Education, Banner Good Samaritan Medical Center, Phoenix, AZ; David Howse, Arizona Health Sciences Library, University of Arizona–Tucson; Pamela Sherwill-Navarro, AHIP, Health Science Center Libraries, University of Florida–Gainesville; and Dorice Vieira, Ehrman Medical Library, New York University School of Medicine–New York

Passing the Baton: Transforming Knowledge

Sponsors: History of the Health Sciences Section, Oral History Committee, MLA Board, and MLA Headquarters Staff

Speaker: Jeremy Norman, Norman Publishing, San Francisco, CA: “A Leslie Morton Style Review of Selected Landmarks in Medical Bibliography from Alexandria to the Internet”

Dates and times of specific programs will be available at www.mlanet/am/am2006/ and will be published in the MLA '06 Official Program.

Promoting Patient Safety

Sponsors: Consumer and Patient Health Information and Chiropractic Libraries Sections, African American Medical Librarians Alliance SIG

Transformation: Native Healing can Transform Lives (EMBASE.COM lecture)

Sponsor: Pharmacy and Drug Information Section

Speaker: Lewis Mehl-Madrona, Family Medicine, University of Saskatchewan College of Medicine–Saskatoon and Royal University Hospital

Transforming Veterinary Dentistry through Education and Practice

Sponsor: Veterinary Medical Libraries Section

Speaker: Chris Visser, Aid Animal Dental Clinic, Scottsdale, AZ: "Practicing Veterinary Dentistry in a Zoo Setting"

Leadership and Professional Development

Coordinated Programs or Peer-to-peer: Which Is the Better Model for International Cooperation between Libraries? A Debate

Sponsor: International Cooperation Section

Demonstrating Our Value: Benchmarking, Return on Investment, Cost Benefit Analyses

Sponsors: Hospital Libraries, Corporate Information Services, Federal Libraries, Health Association Libraries, and Veterinary Medical Libraries Sections, Assessment and Benchmarking and Veterans Administration SIGs

How We Educate Ourselves: A Refresher on Education Options

Sponsors: Medical Library Education and Medical Informatics Sections

Panel: Christopher Stave, Lane Medical Library and Knowledge Management Center, Stanford University, Stanford, CA; Steven MacCall, School of Library and Information Studies, University of Alabama–Tuscaloosa; Ana Cleveland, AHIP, Health Informatics Program and Houston Program, University of North Texas–Denton; and Prudence Dalrymple, Health Sciences Informatics, Johns Hopkins University, Baltimore, MD

Information Darwinism

Sponsors: Leadership and Management and Hospital Libraries Section

Speakers: Lou Wetherbee, Lou Wetherbee and Associates, Dallas, TX, and Richard Wayne, Strategic Information Management Services, DeSoto, TX

The Job Market: How to Find the Jobs, What Do Hiring Managers Want

Sponsors: Corporate Information Services Section, New Members and African American Medical Librarians Alliance SIGs

Speakers: Rosalind Lett, AHIP, The Knowledge Cartel, Lithonia, GA: "An Entrepreneur's View of the Job Market"; Holly Buchanan, AHIP, Knowledge Management and Information Technology, Health Sciences Library and Informatics Center, and School of Medicine, University of New Mexico Health Sciences Center–Albuquerque: "An Academic's View of the Job Market"; and Deborah Schwarz, Library Associates, Los Angeles, CA: "An Agency's View of the Job Market"

Managing Change

Sponsors: Leadership and Management, Corporate Information Services, Health Association Libraries, and Technical Services Sections, Lesbian, Gay, Bisexual, and Transgendered Health Sciences Librarians SIG

Transformation Begins with a Single Step...

Sponsors: Relevant Issues Section, Lesbian, Gay, Bisexual and Transgendered Health Sciences Librarians SIG

Transformations in Progress: Voices of the Next Generation of Medical Librarianship

Sponsor: Medical Library Education Section

Research Methods

Biomedical Ontologies and Taxonomies

Sponsors: Medical Informatics Section, Molecular Biology and Genomics SIG

Speakers: Stuart Nelson, Medical Subject Headings, National Institutes of Health, Bethesda, MA, and Joyce Mitchell, Department of Medical Informatics, School of Medicine, University of Utah–Salt Lake City

Research 101 Toolbox

Sponsors: Research, Hospital Libraries, and Nursing and Allied Health Resources Sections, Outreach and African American Medical Librarians Alliance SIGs

Tools to Assist Underserved Librarians

Sponsors: Research, Consumer and Patient Health Information, and Hospital Libraries Sections, Assessment and Benchmarking and Outreach SIGs



All photos in program courtesy of Greater Phoenix Convention and Visitors Bureau.

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 EMAIL CONFIRMATION) _____

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

APPEARS ON BADGE _____

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

COUNTRY* (IF OUTSIDE THE US) _____



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

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

BY APRIL 17 AFTER APRIL 17

SECTION I. SUBTOTAL \$ _____

II. ADDITIONAL TICKETS

(One ticket to each of these 3 events is included with Package A. Event descriptions begin on p. 8.)

- Welcome Reception and Opening of Hall of Exhibits
Tickets _____ @ \$35 = \$ _____
- Awards Ceremony and Luncheon
Tickets _____ @ \$60 = \$ _____
- Tuesday MLA Reception
Tickets _____ @ \$80 = \$ _____
Children under 18 # Tickets _____ @ \$45 = \$ _____

OPTIONAL ITEMS

- Chapter Council Presents Sharing Roundtables
Must include topic # _____
1 Ticket @ \$18 = \$ _____
- Friends of the NLM Reception
FNLM Member # Tickets _____ @ \$25 = \$ _____
Nonmember # Tickets _____ @ \$50 = \$ _____
- Poisoned Pen Mystery Bookstore Reception
Tickets _____ @ \$35 = \$ _____
- Networking Lunch with MLA Sections
Tickets _____ @ \$18 = \$ _____
- Meeting CD-ROM # _____ @ \$39 = \$ _____
(see p. 25)

SECTION II. SUBTOTAL \$ _____

Check box if attending Hospital Libraries Section Business Meeting and Reception

III. CONTINUING EDUCATION COURSES (Enter course number and cost found on pages 12-17.)

Date	First choice		First choice		First choice only Subtotal	Second choice	
	Course #	\$ Amount	Course #	\$ Amount		Course #	Course #
MAY 19/DAY 1							
MAY 20/DAY 2							
MAY 24/DAY 3							

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

IV. 2006 MLA MEMBERSHIP DUES

(Indicate membership status.)

- NM701 New member (attach the application on page 26)
- RM702 Membership renewal (attach your latest invoice or application form on page 26)

SECTION IV. SUBTOTAL \$ _____

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

PAYMENT INFORMATION (in US funds)

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

PRINT NAME _____

CARD NUMBER _____

EXP. DATE _____

SIGNATURE _____

How to Register

Three Ways to Register

1. Online at www.mlanet.org/am/am2006/ (registering online saves you time)
2. Mail your registration form with your payment to MLA, c/o Convention Data Services, 107 Waterhouse Road, Bourne, MA 02532
3. Fax your registration form with your credit card payment to 508.759.4552

Be sure to register by **April 17, 2006**, to receive the early-bird discount. Registering early will you save \$60.00! After May 12, 2006, bring the form to the Registration Desk in the convention center for onsite registration.

Payment

Payment must accompany your registration. You may pay by check (payable to MLA), money order, Visa, MasterCard, American Express, or Discover. Payments must be in US dollars and free of bank charges. Only registrations paid by credit card or purchase orders may be faxed to 508.759.4552.

If you are an MLA member and would like to be invoiced, you must include a purchase order with your registration form. Payments not received by June 16, 2006, will be charged an additional \$50 handling fee.

Registration Hours

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

Thursday, May 18	5:00 p.m.–8:00 p.m.
Friday, May 19	7:00 a.m.–7:00 p.m.
Saturday, May 20	7:00 a.m.–7:45 p.m.
Sunday, May 21	7:00 a.m.–6:00 p.m.
Monday, May 22	7:00 a.m.–6:00 p.m.
Tuesday, May 23	7:00 a.m.–3:00 p.m.
Wednesday, May 24	7:00 a.m.–8:00 a.m. and noon–1:00 p.m.

Registration Packages

Package A: Inclusive

Includes admission to all sessions, exhibits, the Welcome Reception, the Awards Ceremony and Luncheon, and the MLA Tuesday 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, check the day you wish to attend.

Cancellations

All cancellations must be submitted in writing and faxed to the MLA director of finance at 312.419.8950. Cancellations received before 11:59 p.m. on April 17, 2006, are subject to a \$50 fee. After April 17, 2006, MLA will give refunds only for documented medical emergencies. Refunds will be processed within 6 weeks after the meeting. MLA will honor written requests to transfer registration to another person.

CD-ROM

Sponsored by The New England Journal of Medicine.

An audio and presentation files CD-ROM, which includes plenary sessions and section programs, is available for a special price of \$39.00 with registration. To take advantage of the special offer, you must check the CD-ROM box when you register online or when using the form on page 24. The CD-ROM will be mailed after the meeting.

Children

All children must have badges. Complimentary badges are available at the MLA Registration Desk. Children under thirteen are not permitted in the exhibit hall.

Confirmations

If you register online, you will receive a confirmation by email within minutes. If you register by mail or fax, allow 5 days after receipt for an email confirmation. If an email address is invalid or missing, allow 2 weeks for a faxed confirmation. Please bring your confirmation letter with you to the MLA Registration Desk. Confirmations will be sent only to those who register prior to 11:59 p.m. on May 12, 2006.

Continuing Education

You must register for continuing education (CE) courses by course number and day on the registration form. Fees are based on first-choice selections. You do not have to register for the meeting to attend courses.

All CE cancellations must be submitted in writing and faxed to the MLA CE coordinator at 312.419.8950. Cancellations received before 11:59 p.m. April 17, 2006, are subject to a \$50 fee. After April 17, 2006, MLA will give refunds only for documented medical emergencies. Refunds will be processed within 6 weeks after the meeting. MLA will honor written requests to transfer a CE registration to another person. A \$50 fee will be applied to each change or cancellation of a registered CE 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. Describe your needs and include an email address or fax number where you can be contacted for more information. MLA must receive the request by May 5, 2006.

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 CE courses and symposia for only \$50 each, pending available space. To guarantee a space in a CE course, student members may opt to pay full course rates. You may join MLA as a student member when you register online. A membership form is available on page 26.

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

Business/Work Address

LAST NAME, FIRST NAME, MIDDLE INITIAL

TITLE

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 DISCOVER

AMOUNT ENCLOSED _____

CREDIT CARD # _____ EXP. DATE _____

SIGNATURE _____

For Individuals (PLEASE CHECK THE APPROPRIATE BOX)

REGULAR MEMBERSHIP.....\$165

YOUR ANNUAL SALARY IS \$30,000 OR LESS.....\$100

INTRODUCTORY MEMBERSHIP (FOR 1 YEAR ONLY).....\$110

INTERNATIONAL MEMBERSHIP\$110

EMERITUS MEMBERSHIP (MUST HAVE BEEN A MEMBER FOR 10 YEARS)\$65

AFFILIATE MEMBERSHIP.....\$100

STUDENT MEMBERSHIP (WITH PROOF OF CURRENT ENROLLMENT)\$40

For Institutions

PLEASE CHECK THE APPROPRIATE CATEGORY. DUES ARE BASED ON THE TOTAL LIBRARY EXPENDITURES (INCLUDING SALARIES, EXCLUDING GRANTS AND CONTRACTS).

\$0-\$199,999\$255

\$200,000-\$699,999\$420

\$700,000 AND OVER.....\$600

Section Memberships

For NEW MEMBERS ONLY: Join a section free for one year! Choose your free section here (and do not check off the box for that section below): _____

Cancer Librarians (16).....\$10.00

Chiropractic Libraries (23).....\$10.00

Collection Development (22).....\$10.00

Consumer and Patient Health Information (21).....\$15.00

Corporate Information Services (27).....\$15.00

Dental (01).....\$10.00

Educational Media and Technologies (02).....\$15.00

Federal Libraries (09).....\$12.00

Health Association Libraries (07).....\$10.00

History of the Health Sciences (03).....\$10.00

Hospital Libraries (04).....\$20.00

International Cooperation (26).....\$10.00

Leadership and Management (06).....\$10.00

Medical Informatics (24).....\$10.00

Medical Library Education (05).....\$7.50

Nursing and Allied Health Resources (10).....\$10.00

Pharmacy and Drug Information (11).....\$10.00

Public Health/Health Administration (15).....\$10.00

Public Services (20).....\$10.00

Relevant Issues (12).....\$7.00

Research (18).....\$12.00

Technical Services (17).....\$10.00

Veterinary Medical Libraries (14).....\$20.00

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

MLA Donation Opportunities

Promote excellence in health sciences librarianship with a donation to any of the listed funds. Donations are tax deductible to the extent provided by law.

DAVID A. KRONICK TRAVELING FELLOWSHIP: _____

DONALD A. B. LINDBERG RESEARCH FELLOWSHIP: _____

MLA SHAPING THE FUTURE FUND: _____

MEDICAL LIBRARY DISASTER RELIEF FUND: _____

For further information on benefits, visit www.mlanet.org/joinmla/ or contact MLA at 312.419.9094x13, mlams2@mlahq.org.

Send completed application with payment to:

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

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 this box.



From its easily accessible and efficient airport to a full complement of professional transportation services, Phoenix offers visitors convenience in travel. Car rental companies and shuttle services in and around Sky Harbor International Airport provide hassle-free service. Phoenix offers the efficient Valley Metro bus system, which extends to all areas of the city, and the free Copper Square Downtown Area Shuttle (DASH), which transports passengers night and day to places like America West Arena, Chase Field, the State Capitol building, museums, and other downtown facilities. Taxis and private cars can also be hired. Pedicabs can bike you to and from parking and around downtown Phoenix for sporting events, performing arts, and nightlife.

Getting to Phoenix is easy: Sky Harbor International Airport is served by 19 major airlines and 5 commuter airlines that provide nonstop service to 111 cities in the United States and around the world. Sky Harbor provides low-fare service to more destinations than any other any airport in the United States.

Phoenix serves as a hub for America West Airlines, and Southwest Airlines uses Sky Harbor as an operational center, providing convenient connections to virtually any major domestic city. Although Sky Harbor is one of the busiest airports in the world, passengers regard the facility as efficient and easily navigable. Superbly located, Sky Harbor International Airport is just 5 minutes from downtown Phoenix and only 20 to 30 minutes from most major resorts.

Taxis

Taxi service between the airport and downtown should cost between \$12 and \$16.

AAA Yellow Cab

480.966.8377

Website: www.aaayellowaz.com

Discount Cab

602.200.2000

Website: www.discountcab.com

Airport Shuttles

Arrive Transportation

888.604.6552, 602.286.6161

Transportation from the airport to the hotel is available through Arrive Transportation at a cost of \$9 per person for a shuttle or \$18 per town car (up to 4 people). This service is available 24 hours a day. Use the courtesy phone in the baggage claim area. Shuttle service from the hotel to the airport is available through Arrive between the hours of 6:00 a.m.–2:00 p.m., departing every 30 minutes at a cost of \$9.00 per person or \$18.00 per vehicle.

SuperShuttle Transportation Systems

602.244.9000 (shuttle), 602.232.4610

(executive car)

Website: www.supershuttle.com

SuperShuttle is available from the airport at a cost of \$7 per person. Guests may proceed directly to the pickup area outside the baggage claim. Super Shuttle is available 24 hours a day and runs constantly, on demand.

Bus System

Valley Metro

602.253.5000

Website: www.valleymetro.org

Parking

Hyatt Regency Phoenix

122 North Second Street
Phoenix, AZ 85004

Directions from Phoenix Sky Harbor International Airport to Hyatt Regency Phoenix (3 miles): Take 24th Street exit north to Washington Street. Turn left on Washington (one way). Follow to 2nd Street and turn right. Entrance is 1½ blocks on left.

Valet Parking: \$19.00 per 24 hours with in-out privileges.

Self Parking: \$14.00 per 24 hours with in-out privileges.

Phoenix Civic Plaza Parking

111 North 3rd Street
Phoenix, AZ 85004

The major cross streets are Monroe to Jefferson and Second to Fifth Street. Phoenix Civic Plaza's major expansion will create challenges, and city planners are committed to helping you plan ahead by ensuring that you are aware of the best routes to get into downtown Phoenix. Parking for patrons and guests attending Phoenix Civic Plaza events is available at the locations below. Authorization to park in reserved, disabled parking spaces, located adjacent to elevators in all facilities, requires a plate or decal. Phoenix Civic Plaza features fully accessible routes from all parking and transportation areas.

Rate Standards and Exceptions

The standard parking event rate is \$5 for the listed garages.

- **Civic Plaza Garage:** 4th Street and Monroe
7:00 a.m.–8:00 p.m.
- **Civic Plaza East Garage:** 601 East Washington
6:00 a.m.–8:00 p.m.
- **Jefferson Street Garage:** 333 East Jefferson
Subject to event activity

Exceptions occur when the nearby facilities listed below are hosting events:

- **America West Arena:**
Jefferson Street Garage \$7
- **Chase Field:**
Jefferson Street Garage \$10 and Civic Plaza East Garage \$8.00

These rates are in effect approximately four hours before the scheduled start of any posted event and are subject to change.

For more information, visit phoenix.gov/AGENCY/PHXPLAZA/park.html.



Hyatt Regency Phoenix

122 North Second Street
Phoenix, AZ 85004
Hotel direct line: 602.252.1234
Hotel fax, 602.440.3174
Hotel reservations telephone:
800.233.1234

Located in the heart of downtown Phoenix across the street from Phoenix Civic Plaza Convention Center, Symphony Hall, and the Herberger Theater Center, the hotel is also within walking distance of the Arizona Center, Phoenix Museum of History, Historic Heritage Square, Arizona Science Center, America West Arena, and Chase Field, home of the Arizona Diamondbacks baseball team.

With four eateries to choose from on the premises, the hotel has something for every taste. Most notable is the Compass Restaurant—Arizona's only revolving restaurant. Located on the twenty-fourth floor, it features American regional cuisine. The hotel also offers the casual Einstein Brothers Cafe, the Terrace Café, or the bustling Networks Bar & Grille.

For onsite recreation, visit the pool, which includes an outdoor wading pool and hot tub. For a more rigorous workout, try the health club with treadmills, exercise cycles, stair climbers, and weight machines.

MLA '06 overflow hotel

Wyndham Phoenix

50 East Adams Street
Phoenix, AZ 85004
Hotel direct line: 602.333.0000
Hotel fax, 602.333.5183
Hotel reservations telephone:
800.359.7253 or 602.333.5000

MLA '06 Hotel Information

MLA has contracted for guest rooms with the Hyatt Regency Phoenix at Civic Plaza. Because the Hyatt is not large enough to accommodate all of the guest room needs for the meeting, a smaller number of rooms have been contracted with the Wyndham Hotel.

MLA has negotiated special discounted room rates with both hotels. Your patronage of these official meeting hotels makes it possible for MLA to secure the space necessary for this event at a greatly reduced cost. The hotels not only offer discounted rates and the best networking opportunities, but staying in the group blocks helps the association meet its obligation to the hotel, avoid penalties, and keep meeting registration prices down. We thank you in advance for your support.

Reservation procedures

To reserve a room, complete the form on page 29, call hotel reservations, or go online. Be sure to mention the "MLA Conference" when you call to ensure you receive the rates listed on the form. The deadline for the hotels to receive your reservation is **Monday, April 17, 2006**. Reservations are processed on a first-come, first-served basis.

Online Instructions

Hyatt Regency Phoenix

www.phoenix.hyatt.com
You must enter G-MEDL in the Group/Corporate box to receive the meeting rate.

Wyndham Phoenix

www.wyndham-phoenix.com
You must enter 0516819ML in the Group Code field.

Room reservation guarantee

A deposit totaling one night's room and tax (currently 12.07%, subject to change) is required for all reservations. You may secure 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 the hotel reserved) with the reservation form. Please note that the deposit will be charged to your credit card.

Cancellations or changes

To cancel or adjust reservations, contact the hotel directly. For a full deposit refund, the hotel must receive cancellations at least seven days prior to scheduled arrival.

Check-in/Check-out times

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

Room rates

MLA '06 rates will prevail between May 13 and May 28, 2006, and are exclusive of 12.07% state and local taxes (subject to change). Room reservations and deposits should be received by the hotel no later than Monday, April 17, 2006, and are subject to availability in the group block. Reservation requests made after this date will be handled on a space and rate available basis.

Roommates

Please note: You cannot reserve a shared room online if you need all names to appear on the reservation or if you require separate billing. If you are sharing a room and require special billing arrangements, please be sure to check the appropriate box prior to faxing the hotel reservation form or tell the reservation agent when you make your reservation.

Final instructions

Telephone, mail, or fax your completed hotel reservation form to the appropriate hotel. You may also choose to use the Web to make your hotel reservation. To ensure you receive the MLA room rate, please use the appropriate link and code listed on page 28.

Hyatt Regency Phoenix
Fax, 602.440.3174

Wyndham Phoenix
Fax, 602.333.5183



TRANSFORMATIONS A-Z
MAY 19-24, 2006
PHOENIX, AZ
MEDICAL LIBRARY ASSOCIATION
www.mlplanet.org

HOTEL RESERVATION FORM

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

STEP 1: CONTACT INFORMATION (for conformation)

NAME _____

LIBRARY/ORGANIZATION _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

TELEPHONE _____ FAX _____

EMAIL _____

STEP 2: RESERVATION INFORMATION

ARRIVAL DATE _____ ARRIVAL TIME _____

DEPARTURE DATE _____ DEPARTURE TIME _____

Hyatt Regency Phoenix
(HEADQUARTERS)

- Single: \$188
- Double: \$188
- Triple: \$208
- Quad: \$228

Wyndham Phoenix

- Single: \$169
- Double: \$189
- Triple: \$209
- Quad: \$229

Bed type:

- King bed
- Double beds
- No preference

Smoking preference:

- Smoking
- Nonsmoking

STEP 3: ROOMMATE INFORMATION

- Do not split hotel charges. Roommate's name will not appear on final bill.
- Split hotel charges. Roommate's name will appear on separate bill to accommodate individual expense reports. Roommate's payment information is required.

STEP 3: ROOMMATE INFORMATION (continued)

For multiple roommates, photocopy this page and complete the information for each roommate. Note: Please communicate with your roommates to ensure only one reservation per room request is submitted.

ROOMMATE NAME _____

ROOMMATE ARRIVAL _____ ROOMMATE DEPARTURE _____

TYPE OF ROOMMATE CREDIT CARD

- MasterCard
- Visa
- AmEx
- Discover

PRINT NAME _____

CARD NUMBER _____ EXP. DATE _____

SIGNATURE _____

STEP 4: PAYMENT OPTIONS

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.

- Check enclosed payable to: (hotel of choice)
- Major credit card

TYPE OF CREDIT CARD

- MasterCard
- Visa
- AmEx
- Discover

PRINT NAME _____

CARD NUMBER _____ EXP. DATE _____

SIGNATURE _____



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