

Annual meeting and exhibition

OFFICIAL PROGRAM



 **MLA '08** 

Connections: Bridging the Gaps

May 16–21 • **Chicago**

MEDICAL LIBRARY ASSOCIATION • www.mlanet.org

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Bridges take you places where you couldn't ordinarily go. Although we take them for granted today, bridges are undoubtedly the first technology used to connect people separated by obstacles. The theme of MLA '08, "Connections: Bridging the Gaps," encapsulates this never-ending urge to use technology to connect with others. It also captures beautifully not only the images of Chicago's many bridges, but also my presidential theme. I introduced "Only Connect!" as my theme a year ago, urging our members to use new technology to better connect with each other. Our members have responded readily by creating blogs, wikis, RSS feeds, and other Web 2.0-based information resources. A March webcast focused on these tools, and a record number of you participated in the free MLA continuing education course this spring that gave you hands-on experience in using these tools.

As might be expected, MLA '08 is chock full of Web 2.0 goodness. From papers to posters, you can hear and see what other health sciences librarians are actually doing with these new tools. It all culminates on Wednesday with our first-ever live webcast of a plenary session. Even our colleagues who could not attend the meeting will be able to connect with us. Don't miss it.

Learn all you can, but take time to reconnect with old friends and make some new friends as well. Technologies come and go, but those connections can last you a lifetime. Enjoy the magnificence of Chicago. Build many bridges, cross them, and only connect.

– Mark E. Funk, AHIP, MLA President 2007/08

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Welcome to MLA '08 and the opportunity to connect—with your colleagues, with our fabulous host city of Chicago, and with new ideas and new technologies. The meeting theme, "Connections: Bridging the Gaps," reflects the importance of connections in our professional lives, whether they are face-to-face or technology-enhanced interactions. It also honors the past, the strong foundations of medical librarianship on which we build with new ideas and innovative tools. We stand on the shoulders of our community, past and present, as we continue to achieve and contribute. We connect past and present, knowledge and seeker, every day in our work.

The 2008 National Program Committee is excited to offer a variety of presentations, speakers, and events to foster connections among those at the meeting and with colleagues who cannot be present in person. Andrew Zolli, our McGovern lecturer, will offer a presentation customized to MLA '08. Zolli's strengths as a futurist and his depth of understanding of technology, sustainability, and global society will inform his exploration with us of creativity and vision in responding to a changing world and bridging gaps in our connections. Our Wednesday plenary session—"Web 2.0 Tools for Librarians: Description, Demonstration, Discussion, and Debate"—promises to be a lively and informative event in its own right, as well as being the first annual meeting plenary webcast as a connection to members in absentia.

From the beginning, we committed to the idea of new approaches at this meeting. Offering value to members who could not attend in person, harnessing social networking, connecting to our host community, being more green, and presenting the best, most dynamic content possible were foremost in our thinking. Our two community outreach activities on Friday and Saturday are new events at this meeting. In addition, the 2008 National Program Committee worked with the Task Force on

Social Networking Software to offer "Web 2.0 101: Introduction to Second Generation Web Tools," a free online course for MLA members on social networking. This course—the first such online offering leading up to an annual meeting—bridges the continuing education webcast in March and the MLA '08 closing plenary session and webcast in May, just as a host of papers, posters, mentoring opportunities, receptions, meals, and other chances to network and build personal connections bridge the meeting between the opening and closing plenary sessions.

As health information professionals, connecting is what we do best. MLA '08 is a stellar opportunity to connect, and we invite you to immerse yourself in it. Learn, share, bridge gaps, and only connect!



Cochairs, 2008 National Program Committee

- Jane L. Blumenthal, AHIP (left)
- Lora L. Thompson, AHIP (right)

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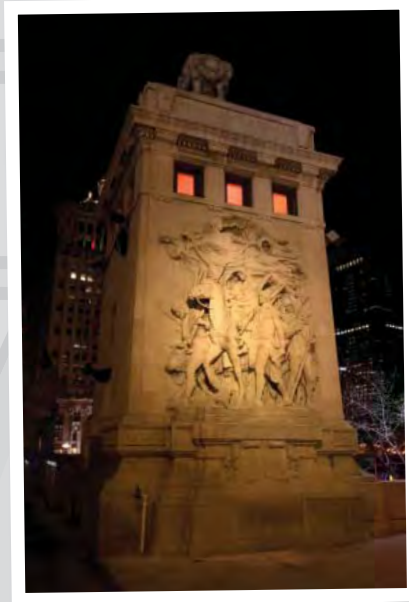
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Chicago is a city of bridges. The names of three prominent Chicago bridges are used to designate MLA '08 annual meeting sponsor levels. Bridges are an apt symbol for the connection between sponsors and attendees. MLA is grateful for the generous support of the following annual meeting sponsors:



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	FRIDAY MAY 16	SATURDAY MAY 17	SUNDAY MAY 18	MONDAY MAY 19	TUESDAY MAY 20	WEDNESDAY MAY 21
6:00 a.m.			<ul style="list-style-type: none"> • MAJORS WALK 6:30–7:30 a.m. • TAI CHI 7–8 a.m. 			
7:00 a.m.						
8:00 a.m.	<ul style="list-style-type: none"> • CE • SYMPOSIUM 8 a.m.–5 p.m. 		<ul style="list-style-type: none"> • SUNRISE SEMINARS 7–8:15 a.m. • COMMITTEE MEETINGS • SECTION BUSINESS MEETINGS • SIG/INFORMAL MEETINGS • NEW MEMBERS BREAKFAST 7–9 a.m. 	<ul style="list-style-type: none"> • SUNRISE SEMINARS 7–8:15 a.m. • COMMITTEE MEETINGS • SECTION BUSINESS MEETINGS • SIG/INFORMAL MEETINGS 7–9 a.m. 	<ul style="list-style-type: none"> • SUNRISE SEMINARS 7–8:15 a.m. • COMMITTEE MEETINGS • SECTION BUSINESS MEETINGS • SIG/INFORMAL MEETINGS 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.		<ul style="list-style-type: none"> • CE 8 a.m.–5 p.m. 	<ul style="list-style-type: none"> • PLENARY SESSION I: • WELCOME TO MLA • PRESIDENTIAL ADDRESS 9–10 a.m. 	<ul style="list-style-type: none"> • PLENARY SESSION III • JANET DOE LECTURE 9–10 a.m. 	<ul style="list-style-type: none"> • MLA BUSINESS MEETING II • PRESIDENTIAL INAUGURAL ADDRESS/ MLA'09 INVITATION 9–10 a.m. 	
10:00 a.m.	<ul style="list-style-type: none"> • MLA BOARD 9 a.m.–5 p.m. 	<ul style="list-style-type: none"> • COMMUNITY SERVICE PROJECT • MLA HEALTH INFORMATION TABLE 8 a.m.–2:30 p.m. 	<ul style="list-style-type: none"> • BREAK 10–10:30 a.m. • PLENARY SESSION II: MCGOVERN LECTURE 10:30 a.m.–noon 	<ul style="list-style-type: none"> • BREAK 10–10:30 a.m. • EXHIBITS OPEN 10–noon 	<ul style="list-style-type: none"> • BREAK 10–10:30 a.m. • EXHIBITS OPEN 10 a.m.–3 p.m. • NLM UPDATE 10:30–11:30 a.m. 	<ul style="list-style-type: none"> • PLENARY SESSION IV 9 a.m.–noon
11:00 a.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"> • SECTION PROGRAMMING 10:30–noon 	<ul style="list-style-type: none"> • LEGISLATIVE UPDATE • SIG/INFORMAL MEETINGS 11:30 a.m.–12:30 p.m. 	
noon			<ul style="list-style-type: none"> • CHAPTER COUNCIL ROUNDTABLES LUNCHEON noon–2 p.m. 	<ul style="list-style-type: none"> • AWARDS CEREMONY AND LUNCHEON noon–1:30 p.m. 		<ul style="list-style-type: none"> • BOARD OF DIRECTORS noon–1:30 p.m.
1:00 p.m.	<ul style="list-style-type: none"> • COMMUNITY SERVICE PROJECT • EACH ONE TEACH ONE noon–2 p.m. 		<ul style="list-style-type: none"> • EXHIBITS OPEN noon–5 p.m. 	<ul style="list-style-type: none"> • EXHIBITS OPEN 1:15–5 p.m. 	<ul style="list-style-type: none"> • LUNCH ON OWN • VISIT EXHIBITS 12:30–2 p.m. 	<ul style="list-style-type: none"> • SYMPOSIUM 12:30 p.m.–5 p.m.
2:00 p.m.			<ul style="list-style-type: none"> • MLA BUSINESS MEETING I 2–3:30 p.m. 	<ul style="list-style-type: none"> • SECTION PROGRAMMING 2–3:30 p.m. 	<ul style="list-style-type: none"> • SECTION PROGRAMMING 2–3:30 p.m. 	
3:00 p.m.		<ul style="list-style-type: none"> • LEADERS TEA • SECTION/CHAPTER LEADERS 3–5:15 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. 	<ul style="list-style-type: none"> • CE 1–5 p.m.
4:00 p.m.			<ul style="list-style-type: none"> • SECTION BUSINESS MEETINGS OR PROGRAMS 4:30–6 p.m. 	<ul style="list-style-type: none"> • SECTION BUSINESS MEETINGS OR PROGRAMS 4:30–6 p.m. 	<ul style="list-style-type: none"> • SECTION BUSINESS MEETINGS OR PROGRAMS • SIG/INFORMAL MEETINGS 4:30–6 p.m. 	
5:00 p.m.						
6:00 p.m.		<ul style="list-style-type: none"> • WELCOME RECEPTION 5:30–7:30 p.m. 	<ul style="list-style-type: none"> • INTERNATIONAL VISITORS • LIBRARY SCHOOL REUNION • SECTION SHUFFLE 6–7 p.m. 	<ul style="list-style-type: none"> • SPECIAL RECEPTIONS • SIG/INFORMAL MEETINGS 6–8 p.m. 		
7:00 p.m.						
8:00 p.m.			<ul style="list-style-type: none"> • FRIENDS OF NLN EVENT 7–9 p.m. 	<ul style="list-style-type: none"> • AMA RECEPTION 8–10 p.m. 	<ul style="list-style-type: none"> • MLA RECEPTION 7–10 p.m. 	

CE = Continuing education courses

Breaks include refreshments in the Hall of Exhibits, when the Hall of Exhibits is open.

Swap 'n Shop

MLA'08

OPEN



Be sure to visit the 2008 Public Relations Swap 'n Shop Booth near the registration area in Chicago. The booth showcases real-world library promotions created by MLA members. While at the booth, grab a few of your colleagues' marketing samples to take back to your library or discuss promotional ideas with representatives from MLA's public relations consulting firm, Public Communications,

Inc. (PCI). Toward the end of the meeting, PCI representatives will judge promotional samples, and the best marketing ideas will be announced at Business Meeting II on Tuesday, May 20, and in the MLA '08 newsletter, MLA-FOCUS, and MLA News.

Also, don't miss out on two different marketing seminars offered this year, both of which are *free*. Marketing novices or those wanting a refresher course, please join us on Sunday, May 18 from 3:30– 4:15 p.m. for "Marketing 100: Starting at the Bottom," which will provide basic marketing and promotional tips. For those who have already done basic library marketing and would like more advanced marketing tips, we'll be offering "Marketing 200: Getting to the Top," from 11:30–12:15 p.m. on Tuesday, May 20. Both seminars will be held in the Hyatt Regency Chicago Columbus A and B room.

To submit your promotional samples, visit www.mlanet.org/am/am2008/ for a submission form.



MLA is proud to acknowledge the following companies for their financial commitment to the association's mission: to foster excellence in the professional achievement and leadership of health sciences library and information professionals to enhance the quality of health care, education, and research throughout the world.

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For information on the benefits of corporate partnership and opportunities, please contact Ray Naegele at MLA headquarters, naegele@mlahq.org or 312.419.9094 x17.

MLA '08 will highlight use of technology and "green" meeting concepts to promote conservation and reduce waste. Several innovations will be piloted that will help protect our environment and our well-being:

- This year's daily newsletter will be briefer, with fewer copies printed. The latest news will be posted in the meeting area and on the MLA'08 blog (www.npc.mlanet.org/mla08/).
- The book of abstracts will not be printed on paper. Instead the book will be available as a PDF on MLANET. Attendees may also use the online Program Planner to search and select abstracts to create custom program schedules that can be saved and downloaded.
- Reusable water bottles will be distributed to registrants
- Paper products and badge stock will be printed on recycled paper.
- Attendees can bring their own meeting bag and opt out of receiving a new one on the registration form.
- "Green" meeting concepts will be promoted among presenters and exhibitors by:
 - » offering handouts electronically, so that meeting attendees can access online or download them to a jump drive rather than taking physical copies
 - » printing all physical copies on recycled paper, duplexed whenever possible
 - » giving away promotional items made from recycled materials or reusing them after the meeting
- Our headquarters hotel, the Hyatt Regency Chicago, joins in promoting "green" by:
 - » offering guests the ability to opt out of changing towels and sheets daily, conserving water and energy
 - » reclaiming recyclable materials from the trash; even though you do not see designated recycling bins, the hotel has an extensive program to direct appropriate trash into recycling



This program was printed on recycled paper that contains 10% postconsumer waste.

Sunday, May 18, 10:30 a.m.–noon



McGovern Lecturer: Andrew Zolli

Sponsored by EBSCO Information Services.

Like the world around us, health sciences librarianship is constantly changing. As a profession, we need to understand and master the new technologies in wide use around us, while still maintaining the core values and contributions of our profession. We need to connect to our users, to the underserved in our communities, to a younger generation, to diverse cultures, to each other, and to new fields of knowledge and new ways of working. Join Andrew Zolli as he outlines the trends shaping our future and provides insight to help us bridge the gaps.

A brilliant, globally connected author, forecaster, and design strategist, Zolli is a dynamic leader of today's new generation of young futurists. He has a gift for seeing patterns and strategic opportunities at the intersections of demographics, creativity, innovation, design, and technology and has been the futurist-in-residence for *American Demographics*, *Popular Science*, *National Geographic*, and National Public Radio's *Marketplace*. Head of Z + Partners, he is the editor of *The Catalog of Tomorrow*, a visiting fellow of the Woodrow Wilson Foun-

ation, Fidelity Fellow for Business and Society of the Boston College Center for Corporate Citizenship, and the designer of Pop!Tech, an annual conference on the impact of technology on people. He was named an Emerging Explorer in 2004 by the National Geographic Society and has collaborated with the society on a number of forward-looking projects. He was named one of the Fast 50 for 2005 by *FastCompany* and one of 20 Outstanding Entrepreneurs Under 35 by *Red Herring*.

Monday, May 19, 9:00 a.m.–10:00 a.m.



Janet Doe Lecturer: Thomas G. Basler, FMLA

There Are No More Giants: Changing Leadership for Changing Times

The Janet Doe lecturer is an individual chosen for his or her unique perspective on the history or philosophy of medical librarianship. Thomas G. Basler, FMLA, has a long track record of leadership and innovation in the profession. In his current position as director of libraries and learning resource centers and chair of the

department of library science and informatics at the Medical University of South Carolina, he has significantly improved outreach to underserved and minority populations. He previously served as the director of libraries and professor at the Medical College of Georgia, where he established the first state-of-the-art computer lab in a medical library in the Southeast, and at the New York Academy of Medicine, where he was associated with Janet Doe herself. His libraries have often been cited as cutting-edge centers of innovation.

His service leadership positions have included two terms as chair of the National Library of Medicine National Institutes of Health Biomedical Library Review Committee, terms on the MLA National Program Committee and the *Journal of the Medical Library Association* Editorial Board, and two terms as the chair of the Nominating Committee for the Southern Chapter of MLA. He has informally mentored many of his colleagues, providing them with guidance and direction in their careers and reaching out to those just starting in their careers.

He is known as an entertaining and sometimes provocative speaker and has addressed conferences throughout the United States, including several presentations associated with the National Library of Medicine. He has also been extensively published, most recently in *Reference Services Review*. His professional and educational achievements led to his being named an MLA Fellow in 2004.

Wednesday, May 21, 9:00 a.m.–noon

Web 2.0 Tools for Librarians: Description, Demonstration, Discussion, and Debate

The proliferation of Web 2.0 tools in libraries of all types has been rapid, unrelenting, and unsurprising. The potential of these tools to improve communication between librarians and their patrons was recognized almost immediately. From that time on, librarians have creatively adapted these applications in a largely successful effort to realize this potential.

Perhaps the most appealing feature of Web 2.0, and the reason librarians and educators were so quick to adopt it, is that it facilitates the creation of online communities and social networks. Individuals who share common interests, such as librarians and their patrons, can now be brought together in an interactive space highly conducive to collaboration, cooperation, and creativity.

“Web 2.0 Tools for Libraries: Description, Demonstration, Discussion, and Debate” will explore how librarians can use social networking applications to create these communities. The session will feature demonstrations of the principal Web 2.0 tools, suggestions for their use in libraries, and a panel discussion, moderated by MLA President Mark E. Funk, AHIP, in which leading proponents of social networking software explore the present status and possible future directions of Web 2.0.

Presenters and panelists include:

- Amanda Etches-Johnson, User Experience Librarian, McMaster University, Hamilton, ON, Canada
- Bart Ragon, Assistant Director for Library Technology and Development, Claude Moore Health Sciences Library, University of Virginia–Charlottesville
- Melissa Rethlefsen, Assistant Professor of Medical Education and Education Technology Librarian, Learning Resource Center, Mayo Clinic College of Medicine, Rochester, MN
- David Rothman, Information Services Specialist, Community General Hospital Medical Library, Syracuse, NY, and blogger at www.davidrothman.net, which informs readers of the latest web tools and technologies relevant to health information needs and medical libraries
- Moderator: Mark E. Funk, AHIP, Head, Collection Development, Samuel J. Wood Library, Weill Cornell Medical College, New York, NY



Looking for the abstracts?

Go to www.mlanet.org/am/am2008/pdf/08_abstracts.pdf. The switch to an online-only abstracts book is one of the major green initiatives at MLA '08, saving an estimated 84,000 sheets of paper or approximately 10 trees.



Unless otherwise indicated, all meetings will take place at the Hyatt Regency Chicago.

Academy of Health Information Professionals Q&A Session

The Academy of Health Information Professionals (AHIP) is MLA's professional development and career recognition program. MLA '08 attendees are eligible to earn up to one point of academy credit per meeting day, for up to three days per year. In addition, the academy recognizes contact hours earned through continuing education courses and symposia. Plan to attend the Academy Q&A Session on **Monday, May 19, from 1:30 p.m.–2:30 p.m.** in the Acapulco Room.

Americans with Disabilities Act

The Hyatt Regency Chicago's meeting rooms, guest rooms, common areas, and transportation services all comply with the Americans with Disabilities Act. If you need any auxiliary aids and services identified in the Americans with Disabilities Act, please contact the meeting planner at the MLA Registration Desk.

Business Services

The Hyatt Regency Chicago offers a full-service business center with one-stop shopping for all your business needs: copies, transparencies, tabs, covers, secretarial services, faxing, shipping, portable communications, computer and office equipment rentals, on-site computers and software, digital pagers, notary public, and high-speed DSL Internet access. Open Monday through Friday, 6:00 a.m.–7:00 p.m.; Saturday, 8:00 a.m.–5:00 p.m.; and Sunday, 9:00 a.m.–6:00 p.m.

CD-ROM of MLA '08

Sponsored by the New England Journal of Medicine

If you would like to order the CD-ROM at the special meeting discount price of \$40, be sure **to order by 5:00 p.m., Tuesday, May 20, 2008, at the MLA Registration Desk.** After May 20, onsite sales end along with the discount. After May 20, place CD orders at www.mlanet.org or by mail, at the post-meeting price of \$99. The CD-ROM is included with the Super Inclusive and Super Inclusive Plus Internet meeting packages (packages A and E). The CD-ROM will be mailed within five weeks after the meeting.

Child Care

All guests and children must have badges to attend meetings or events. Complimentary badges are available at the MLA Registration Desk. *Please note:* Children under thirteen are not permitted in the exhibit hall. Please contact the Hyatt Regency Chicago concierge for names of local child care agencies.

Exhibit Hall Hours

Saturday, May 17	5:30 p.m.–7:30 p.m. (Welcome Reception/Opening of Exhibits)
Sunday, May 18	noon–5:00 p.m.
Monday, May 19	10:00 a.m.–noon and 1:15 p.m.–5:00 p.m.
Tuesday, May 20	10:00 a.m.–3:00 p.m.

Colleague Connection

If you signed up for Colleague Connection and have questions, come to the Member Resource Room.

Hospitality Center

Sponsored by CyberTools for Libraries

MLA Registration Area

Discover Chicago! Make the Hospitality Center your first stop for maps and information about local attractions. Local Assistance Committee members and other area experts will be on hand to answer questions.

Information Desk

The Information Desk is part of the Registration Center. You may leave messages for members of the Board of Directors, MLA staff, or colleagues or stop by if you have questions.

Internet Café

Riverside Center Exhibition Hall

Sponsored by Elsevier

The Internet Cafe provides convenient, twenty-four-hour Internet and wireless access for all meeting attendees. To access your offsite email, bring the name and, if possible, the Internet service provider (ISP) number of your host (mail server) and your MLA username and password.

Job Placement Center

Grand Suite 5

The center is the place to be if you are a job seeker or an employer looking to hire. Late applications are accepted through Monday, May 19. Employers are assessed fees; there are no fees for job seekers to use the MLA Job Placement Center. Required forms are available for download at www.mlanet.org/am/am2008/events/placement.html.

Hours

Saturday, May 17	9:00 a.m.–4:00 p.m.
Sunday, May 18	11:00 a.m.–5:00 p.m.
Monday, May 19	9:00 a.m.–11:00 a.m. and 2:00 p.m.–5:00 p.m.
Tuesday, May 20	9:00 a.m.–5:00 p.m.

Lost and Found

Please bring any found items to the Information Desk, located in the Registration Center.

Member Resource Room

 Grand Suite 5

For your convenience, a photocopier, Windows-based computers, and a laser printer will be available for association business. Equipment use is available on a first-come, first-served basis. Please bring your own USB drives, 100MB ZIP disks, or 3.5" floppy diskettes. See Job Placement Center for service hours. This room has **no Internet access**; please visit the Internet Cafe for online access.

Message Center

Leave messages for or pick up messages from members or colleagues on the message boards near the onsite Registration Center, which are organized by last name.

MLA '09

Stop by the MLA '09 booth in the Exhibit Hall to learn about next year's annual meeting in Hawai'i. Members of the 2009 National Program and Local Assistance Committees will be on hand to provide information and answer questions.

Representatives from Hilton Hotels will explain the benefits of joining the Hilton HHonors program. Benefits can be significant because Hilton Hotels will be used in four out of the next five MLA meetings. Staff from the Hawai'i Convention Center will provide useful travel information and helpful advice.

MLA Connection Booth

Learn about MLA's newest programs and services and pick up materials. MLA staff will be on hand to answer questions. The booth consists of:

- **Grants and Scholarship Booth (MLA Store):** Make a donation to support the MLA grants and scholarship program, and take home a unique gift for a friend, family member, or yourself! Cash, checks, Visa, MasterCard, American Express, and Discover cards are accepted.

Hours

Saturday, May 17	10:30 a.m.–7:30 p.m.
Sunday, May 18	8:30 a.m.–5:00 p.m.
Monday, May 19	8:30 a.m.–noon and 1:30 p.m.–5:00 p.m.
Tuesday, May 20	8:30 a.m.–3:00 p.m.

- **Public Relations Swap 'n' Shop:** The MLA Public Relations Swap 'n' Shop gives attendees the opportunity to share library marketing ideas and samples and discuss marketing/promotion strategies with representatives from MLA's public relations consultant, Public Communications, Inc.
- **MLA Publishing:** Purchase MLA publications at discounted meeting rates at the MLA Store.
- **Section Council:** Membership brochures from MLA sections will be available, and section council members will be on hand to answer questions.
- **Chapter Council:** Learn about the fourteen geographic MLA chapters. Check out chapter newsletters, projects, and membership information.

Newsletter


 Hyatt Regency Chicago

Sharing news at this year's MLA meeting will be "greener" as members of the Local Assistance Committee (LAC) experiment

GENERAL INFORMATION

with alternative methods of communicating. Traditionally, a print newsletter provides information not in the meeting program book. Articles on new exhibitors, promotion of sessions, corrections to the program, informal meeting announcements, exhibit hall winners, social events, and safety issues have all appeared. While a newsletter will continue, the LAC will also share information in other ways. The newsletter will be reduced in length, and recycling opportunities will be available. Information will also be posted on white boards in high-traffic areas at the meeting blog www.npc.mlanet.org/mla08/. Prefer an electronic format? All newsletter and white-board entries will also be posted to the meeting blog. The hotel monitors (public and in the rooms) will provide information on session location changes. To contribute items to the newsletter, whiteboards, or blog please send an email to meeting.news@gmail.com or place announcements in the labeled boxes at the Hospitality Booth and the Member Resource Room. We will accept items Friday, May 16, through Tuesday, May 20.

Registration Hours

 Meeting materials will be distributed at the MLA Registration Desk located in the Hyatt Regency Chicago, Grand Ballroom Foyer.

Thursday, May 15	4:00 p.m.–7:00 p.m.
Friday, May 16	7:00 a.m.–7:00 p.m.
Saturday, May 17	7:00 a.m.–7:00 p.m.
Sunday, May 18	7:00 a.m.–5:00 p.m.
Monday, May 19	7:00 a.m.–5:00 p.m.
Tuesday, May 20	7:00 a.m.–5:00 p.m.
Wednesday, May 21	7:00 a.m.–10:30 a.m. and noon–1:30 p.m.

Relaxation Station

Sponsored by McGraw-Hill

 Hall of Exhibits

Speaker Ready Room

Skyway 261 is available for those making presentations during the meeting.

Travel Safety

To enjoy your stay, please take a few moments to read the *Safety Tips for Annual Meeting Attendees* in your meeting portfolio or online at www.mlanet.org/am/am2008/travel/safety.html.

Voting Rights

You are eligible to vote at the MLA business meeting if you hold an MLA membership in at least one of these categories: Regular (including Introductory), Life, Fellow, Emeritus, Student, or authorized Institutional Representative. Voting paddles are available at the MLA Registration Desk.

MLA UNIT MEETINGS SCHEDULE

All meetings take place in the Hyatt Regency Chicago. This list includes all official MLA meetings for committees, task forces, councils, sections, and special interest groups (SIGs). Section programming details, including room assignments, appear in the Daily Program on pages 21–38.

Event	Date	Start	End	Room
2009 National Program Committee	Saturday, May 17	noon	4:30 p.m.	Wright
2010 National Program Committee	Monday, May 19	7:00 a.m.	9:00 a.m.	San Francisco
Ad Hoc Committee for Advocating Scholarly Communication	Monday, May 19	10:00 a.m.	11:30 a.m.	Skyway 269
African American Medical Librarians Alliance SIG	Monday, May 19	7:00 a.m.	9:00 a.m.	Acapulco
Awards Committee	Monday, May 19	7:30 a.m.	9:00 a.m.	Comiskey
Benchmarking Chapter Liaison Meeting	Tuesday, May 20	11:30 a.m.	12:30 p.m.	Skyway 272
Benchmarking Network Editorial Board	Tuesday, May 20	7:00 a.m.	9:00 a.m.	San Francisco
Books Panel Committee	Saturday, May 17	9:00 a.m.	4:00 p.m.	Horner
Bylaws Committee	Tuesday, May 20	7:30 a.m.	9:00 a.m.	Skyway 269
Cancer Librarians Section Business Meeting	Tuesday, May 20	4:30 p.m.	6:00 p.m.	Atlanta
Chapter Continuing Education Chairs	Tuesday, May 20	8:00 a.m.	9:00 a.m.	Atlanta
Chapter Council	Saturday, May 17	8:00 a.m.	4:00 p.m.	Columbus A and B
Chapter Treasurers	Monday, May 19	3:30 p.m.	4:30 p.m.	San Francisco
Chiropractic Libraries Section Business Meeting	Monday, May 19	7:00 a.m.	9:00 a.m.	DuSable
Clinical Librarians and Evidence-Based Health Care SIG	Tuesday, May 20	11:30 a.m.	12:30 p.m.	New Orleans
Collection Development Section				
Business Meeting	Monday, May 19	4:30 p.m.	6:00 p.m.	Toronto
Executive Meeting	Sunday, May 18	7:00 a.m.	9:00 a.m.	Skyway 272
Complementary and Alternative Medicine SIG	Sunday, May 18	3:30 p.m.	4:30 p.m.	New Orleans
Consumer and Patient Health Information Section				
Business Meeting	Monday, May 19	6:00 p.m.	8:00 p.m.	Comiskey
Executive Board Meeting	Sunday, May 18	4:30 p.m.	6:00 p.m.	Skyway 273
Continuing Education Committee	Wednesday, May 21 Wednesday, May 21	7:00 a.m. 1:30 p.m.	9:00 a.m. 7:00 p.m.	Columbus G Columbus G
Corporate Information Services Section Business Meeting	Sunday, May 18	7:30 a.m.	9:00 a.m.	Skyway 269
Credentialing Committee	Friday, May 16	7:00 p.m.	10:00 p.m.	Columbus A, B, C, and D
Dental Section Business Meeting	Tuesday, May 20	7:00 a.m.	9:00 a.m.	Skyway 272
Department of the Army Medical Command Libraries SIG	Sunday, May 18	3:30 p.m.	4:30 p.m.	Skyway 269
Department of Veterans Affairs Librarians SIG	Tuesday, May 20 Wednesday, May 21	11:30 a.m. 7:00 a.m.	1:30 p.m. 9:00 a.m.	Skyway 260 Skyway 260
Educational Media and Technologies Section Business Meeting	Sunday, May 18	4:30 p.m.	6:00 p.m.	New Orleans
Federal Libraries Section Business Meeting	Sunday, May 18	4:30 p.m.	6:00 p.m.	Gold Coast
Fellows of MLA	Sunday, May 18	3:30 p.m.	4:30 p.m.	Acapulco
Governmental Relations Committee	Monday, May 19	7:30 a.m.	9:00 a.m.	Hong Kong
Grants and Scholarships Committee	Wednesday, May 21	7:30 a.m.	9:00 a.m.	Columbus C and D
Health Association Libraries Section Business Meeting	Monday, May 19	4:30 p.m.	6:00 p.m.	Offsite: Alzheimer's Association
History of the Health Sciences Section Business Meeting	Sunday, May 18	7:00 a.m.	9:00 a.m.	Skyway 273
Hospital Libraries Section				
Business Meeting and Reception	Sunday, May 18	6:00 p.m.	7:30 p.m.	Crystal A
Committee Meetings	Tuesday, May 20	7:00 a.m.	9:00 a.m.	Wrigley
Executive Board Meeting	Monday, May 19	7:00 a.m.	9:00 a.m.	Buckingham
International Cooperation Section Business Meeting	Monday, May 19	7:30 a.m.	9:00 a.m.	Addams
JMLA Editorial Board	Sunday, May 18	7:30 a.m.	8:30 a.m.	New Orleans
Leaders Tea	Saturday, May 17	3:00 p.m.	5:15 p.m.	Columbus C, D, E, and F
Leadership and Management Section				
Business Meeting	Tuesday, May 20	4:30 p.m.	6:00 p.m.	Crystal A
Executive Board Meeting	Tuesday, May 20	7:00 a.m.	9:00 a.m.	Toronto
Joseph Leiter NLM/MLA Lectureship Committee	Wednesday, May 21	7:00 a.m.	9:00 a.m.	Skyway 269

MLA UNIT MEETINGS SCHEDULE

Lesbian, Gay, Bisexual, and Transgendered Health Science Librarians SIG	Tuesday, May 20	11:30 a.m.	12:30 p.m.	Atlanta
Libraries in Curriculum SIG	Monday, May 19	6:00 p.m.	8:00 p.m.	Ogden
Library Marketing SIG	Tuesday, May 20	7:00 a.m.	9:00 a.m.	New Orleans
Donald A. B. Lindberg Research Fellowship Jury Committee Meeting	Tuesday, May 20	8:00 a.m.	9:00 a.m.	Hong Kong
Medical Informatics Section Business Meeting	Monday, May 19	7:00 a.m.	9:00 a.m.	Water Tower
Medical Library Education Section Business Meeting	Monday, May 19	3:30 p.m.	4:30 p.m.	Skyway 273
Membership Committee	Tuesday, May 20	7:00 a.m.	9:00 a.m.	Columbus A and B
Mental Health SIG	Monday, May 19	3:30 p.m.	4:30 p.m.	Skyway 269
MLA Board of Directors Meeting	Friday, May 16 Wednesday, May 21	9:00 a.m. noon	5:00 p.m. 1:30 p.m.	Wright Wright
MLANET Editorial Board	Monday, May 19	7:00 a.m.	9:00 a.m.	Skyway 269
Moderator Orientation Session	Saturday, May 17	3:00 p.m.	4:00 p.m.	Skyway 260
Molecular Biology and Genomics SIG	Monday, May 19	7:00 a.m.	9:00 a.m.	McCormick
New Members SIG	Monday, May 19 Tuesday, May 20	6:00 p.m. 7:00 a.m.	8:00 p.m. 9:00 a.m.	Toronto Gold Coast
Nominating Committee (invitation only)	Saturday, May 17	8:00 a.m.	4:00 p.m.	Ogden
Nursing and Allied Health Resources Section				
Business Meeting	Monday, May 19	4:30 p.m.	6:00 p.m.	Hong Kong
Executive Board Meeting	Monday, May 19	7:00 a.m.	9:00 a.m.	Field
OCLC SIG	Sunday, May 18	3:30 p.m.	4:30 p.m.	Water Tower
Oral History Committee	Wednesday, May 21	7:00 a.m.	9:00 a.m.	Soldier Field
Osteopathic Libraries SIG	Monday, May 19	7:30 a.m.	9:00 a.m.	New Orleans
Outreach SIG	Wednesday, May 21	7:00 a.m.	9:00 a.m.	Columbus H
Pediatric Libraries SIG	Monday, May 19	3:30 p.m.	4:30 p.m.	New Orleans
Pharmacy and Drug Information Section Business Meeting	Monday, May 19	7:00 a.m.	9:00 a.m.	Skyway 260
Professional Recruitment and Retention Committee	Monday, May 19	7:00 a.m.	9:00 a.m.	Skyway 273
Public Health/Health Administration Section Business Meeting	Tuesday, May 20	7:00 a.m.	9:00 a.m.	Water Tower
Public Services Section				
Business Meeting	Sunday, May 18	4:30 p.m.	6:00 p.m.	Buckingham
Relevant Issues Section Business Meeting	Tuesday, May 20	7:00 a.m.	9:00 a.m.	Buckingham
Research Section				
Business Meeting	Monday, May 19	4:30 p.m.	6:00 p.m.	Water Tower
The Research Connection	Sunday, May 18	7:00 a.m.	9:00 a.m.	Water Tower
Retired Librarians SIG	Monday, May 19	3:30 p.m.	4:30 p.m.	Field
Section Continuing Education Chairs	Monday, May 19	8:00 a.m.	9:00 a.m.	Skyway 272
Section Council	Saturday, May 17	8:00 a.m.	4:00 p.m.	Columbus G and H
Section Program Planners	Saturday, May 17 Wednesday, May 21	4:15 p.m. 7:00 a.m.	5:15 p.m. 9:00 a.m.	Columbus A and B Columbus A and B
Section Treasurers	Tuesday, May 20	1:00 p.m.	2:00 p.m.	Atlanta
Task Force on Librarians without Borders SM	Monday, May 19	2:00 p.m.	3:00 p.m.	San Francisco
Task Force on MLA/NLM Joint Electronic Personal Health Record	Tuesday, May 20	7:30 a.m.	9:00 a.m.	Soldier Field
Technical Services Section				
Business Meeting #1	Sunday, May 18	4:30 p.m.	6:00 p.m.	Water Tower
Business Meeting #2	Tuesday, May 20	7:00 a.m.	9:00 a.m.	Skyway 260
Veterinary Medical Libraries Section				
Business Meeting	Sunday, May 18	4:30 p.m.	6:00 p.m.	Hong Kong
Executive Committee Meeting	Sunday, May 18	7:00 a.m.	9:00 a.m.	Skyway 260
Vision Science SIG	Monday, May 19	7:00 a.m.	9:00 a.m.	Gold Coast
Vital Pathways for Hospital Librarians				
Document Task Force	Monday, May 19	10:30 a.m.	noon	San Francisco
Medical Education	Monday, May 19	7:00 a.m.	9:00 a.m.	San Francisco
Steering Committee	Tuesday, May 20	12:30 p.m.	2:00 p.m.	San Francisco

Continuing education (CE) courses are a great way to stay at the forefront of the health information profession. On-site registration of CE courses is available, however, some courses might have reached their attendance maximum and be closed. Visit the MLA Registration Center to view course descriptions, course level, prerequisites, instructors, and MLA CE contact hours. Details are also available at www.mlanet.org/am/am2008/ce/.

FULL-DAY CE COURSE: 8 HOURS

SIX-HOUR CE COURSE: 6 HOURS

HALF-DAY A.M. OR P.M. CE COURSE: 4 HOURS

COURSE SUITES

CH Consumer Health Information Specialist Program

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.

EP Evidenced-based Practice

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.

MT Management Track

These courses address topics relevant to library administration for current managers and individuals with an interest in management.

Hand Hands-on Courses/Offsite Locations

All courses except for those noted below are held at the Hyatt Regency Chicago. Transportation will not be provided unless indicated below. Maps are available at the MLA Registration Center and Hospitality Center.

CE304: CTS, 444 North Wabash Avenue, Suite 201

CE500: Metropolitan Library System
224 South Michigan Avenue, Suite 680

CE501: CTS, 444 North Wabash Avenue, Suite 201

CE502 Transportation provided: University of Illinois–Chicago, 1750 West Polk Street

CE601: CTS, 444 North Wabash Avenue, Suite 201

CE800: Northwestern Hospital Conference Center
Third Floor Feinberg Pavilion, 251 East Huron Street

PROFESSIONAL COMPETENCIES

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

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

Friday, May 16

8:00 a.m.–5:00 p.m.

MT **202** Cheap, Fast, and Decent Strategic Planning for Medical Libraries: What You Can Do with the Time You Have


 Water Tower

Hand **601** Rapid Web-based Course Development: A Hands-on Workshop

 Offsite facility

10:00 a.m.–5:00 p.m.

MT **205** Measuring Your Impact: Using Evaluation to Demonstrate Value

 Gold Coast

CH **208** Planning and Managing the Consumer Health Library

MT  Columbus A and B

8:00 a.m.–noon

100 Ethical Concerns for Health Sciences Librarians

 Toronto

102 Communicating with Physicians: For Librarians

 Atlanta

306 An Introduction to the Healthcare Cost and Utilization Project (HCUP): A Resource for Medical Librarians

 Acapulco

1:00 p.m.–5:00 p.m.

CH **201** The Art of Building and Sustaining Community Partnerships

MT  San Francisco

ES 301 Measure for Measure: Locating Information on Health Measurement Tools

📍 Acapulco

600 Assessing Library Training Needs

📍 Columbus C and D

DL 602 Distance Education: Supporting Anywhere, Anytime Learning

📍 Atlanta

ES 704 Understanding Health Care Literature: A Primer for Working with Evidence-based Health Care Principles**EP** 📍 Toronto

Saturday, May 17

8:00 a.m.–5:00 p.m.**101** The PhD Experience: Graduate School in the Basic Biomedical Sciences

📍 Hong Kong

MT 204 Practical Project Management for the Solo Librarian: Getting It Done When You Are the Only One

📍 Atlanta

MT 206 Introduction to Financial Management for Health Sciences Librarians

📍 Water Tower

ES 304 Medical Subject Headings (MeSH) for Searchers**EP** 📍 Offsite facility**400** Electronic Collection Development for Health and Medicine E-Libraries

📍 Wrigley

SYMPOSIUM

GH 800 Patient Education and Consumer Health Libraries: Collaborating for Improved Patient Care*Sponsored by the Consumer and Patient Health Information Section, Gale, and Northwestern Memorial Hospital*

📍 Offsite facility

8:00 a.m.–3:00 p.m.**401** First Do No Harm: Basic Strategies for Administering Archival Materials in Health Sciences Libraries

📍 New Orleans

DL 501 Technology Planning for Health Sciences Librarians**EP** 📍 Offsite facility**702** Teaching Clinical Skills to Medical Librarians

📍 Gold Coast

8:00 a.m.–noon**MT 200** Gaining Leadership Skills without Formally Supervising People

📍 San Francisco

305 The Community Health Status Indicators (CHSI) Project: An Important Resource for Determining and Improving Community Health

📍 DuSable

700 Knowledge Transfer: Moving from Best Evidence to Best Practice

📍 Toronto

ES 705 Finding the Evidence: Evidence-based Practice in Nursing**EP** 📍 Acapulco**1:00 p.m.–5:00 p.m.****MT 203** Grant Writing

📍 San Francisco

GH 303 ABCs of DNA: Unraveling the Mystery of Genetics Information for Consumers

📍 DuSable

GH 307 Getting Started with Information Outreach in Minority Communities

📍 Acapulco

EP 701 Evidence-based Medicine (EBM): Introduction to Study Design and Critical Appraisal

📍 Comiskey

EP 703 Understanding Health Care Literature: Advanced Critical Appraisal

📍 Toronto

Wednesday, May 21

12:30–5:00 p.m.

SYMPOSIUM

801 Not-so Dangerous Liaisons: Best Practices for Library Liaison Work

Columbus A, B, C and D

*Sponsored by the Educational Media and Technologies Section***1:00 p.m.–5:00 p.m.****DL 500** Geeks Bearing Gifts: Unwrapping New Technology Trends**EP** 📍 Offsite facility**DL 502** Introduction to Blogs and Wikis**EP** 📍 Offsite facility



Friday, May 16

8:00 a.m.–5:00 p.m.

Continuing Education

See pages 18–19

9:00 a.m.–5:00 p.m.

MLA Board of Directors Meeting

📍 Wright

noon–2:00 p.m.

Only Connect...to the Community: Each One Teach One*

📍 Offsite: Wrightwood-Ashburn Public Library, round-trip transportation provided from the Hyatt. Shuttle bus will be at the West Lobby entrance.

Saturday, May 17, 2008

8:00 a.m.–noon

Only Connect...to the Community: MLA Health Information Table at Rush University Health Fair*

📍 Offsite: Rush University, round-trip transportation provided from the Hyatt. Shuttle bus will be at the West Lobby entrance.

8:00 a.m.–5:00 p.m.

Continuing Education

See pages 18–19

10:30 a.m.–2:30 p.m.

Only Connect...to the Community: MLA Health Information Table at Rush University Health Fair*

📍 Offsite: Rush University, round-trip transportation provided from Hyatt. Shuttle bus will be at the West Lobby entrance.

3:00 p.m.–5:15 p.m.

Leaders' Tea

📍 Columbus C, D, E, and F

Invitation Only.

*Funded in part with federal funds from the National Library of Medicine, National Institutes of Health, Department of Health and Human Services, under contract no. N01-LM-6-3503 with the University of Illinois–Chicago.

This section provides a daily schedule and location of official activities related to MLA '08 but excludes MLA unit meetings, which are listed on pages 16–17. It includes receptions, section programming by sponsor and theme, Sunrise Seminars, Technology Showcases, and informal meetings. Consult the index on page 65–69 for a quick reference to section activities.

Listed events are open to all registered attendees unless otherwise noted.

- Informal Meetings
- Plenary Sessions
- Poster Sessions
- Sections
- Sunrise Seminars
- Technology Showcase

5:30 p.m.–7:30 p.m.

Welcome Reception and Opening of Hall of Exhibits

📍 Riverside Center Exhibition Hall

Sunday, May 18, 2008

6:30 a.m.–7:30 a.m.

20th Annual Majors Walk for Fun

📍 East Lobby

7:00 a.m.–8:00 a.m.

Tai Chi

📍 Buckingham

All attendees are welcome to participate in a tai chi class lead by Marie-France Collin, Pacific College of Oriental Medicine, Chicago, IL. Participants should wear loose clothing such as sweat clothes and gym shoes, socks, or bare feet. Presented by Section Council and the Complementary and Alternative Medicine SIG.

7:00 a.m.–8:15 a.m.

Sunrise Seminars

American Academy of Pediatrics Sunrise Seminar

📍 Columbus I and J

American Psychological Association Sunrise Seminar

📍 Gold Coast

The American Psychological Association will present an update of its databases: PsycINFO, PsycARTICLES, PsycBOOKS,

PsycCRITIQUES, and PsycEXTRA. The session will highlight the needs of health sciences libraries. Topics will include new health-related coverage and terminology and emerging research in areas such as public health, patient education, and treatment adherence.

EBSCO Information Services Sunrise Seminar: DynaMed

📍 Columbus C and D

Learn about DynaMed, the only evidence-based reference shown to answer most clinical questions during practice. Designed for use at the point of care, DynaMed provides the best available evidence and the ability to integrate with electronic medical records (EMRs). DynaMed is updated daily and includes unlimited remote access through the web and via PDA.

Elsevier Sunrise Seminar: Elsevier's New Clinical Solutions

📍 Columbus G and H

See how our clinical solutions can enhance your hospital holdings. *Journals Consult*: add e-access to all of your Elsevier journals; *Procedures Consult*: online procedure reference/training tool; *MD Consult*: our recommended results give better answers; *eClips Consult*: keep current with top articles in health care with expert commentary.

Ovid Sunrise Seminar: Meeting the Needs of Nursing Professionals

📍 Acapulco

In recent years the information needs of nursing professionals have changed significantly. Bibliographically based tools are no longer sufficient to meet the demands of today's nurse in practice, initial training, continuing medical education, management, or research. A new type of resource is required that understands the nurse's needs and responds with relevant, authoritative, and comprehensive practice-oriented, reference, and educational full-materials, focussed on evidence-based and patient care practice agendas, among others.

Mark Barragry, director of Ovid's Nursing Program, will speak on the company's research into how the information environment is changing for nurses and how Ovid's portfolio is developing to meet these new needs, including the launch of its major new nursing product initiative in fall 2008

Rittenhouse Sunrise Seminar: The R2 Digital Library: E-Books Maximized

📍 San Francisco

The R2 Digital Library is an electronic book platform that offers a unique business model for digital content. It enables the purchase of individual resources from multiple publishers, on one platform. The R2 Digital Library offers access to more than 400 searchable health sciences titles from 25 health sciences publishers.



Thomson Scientific Sunrise Seminar

📍 Columbus A and B

Showcasing new translational research resource:

- Investigator Portal: comprehensive research for all stages of disease investigation and therapeutic regimens
- BONDplus: public and proprietary sequence, interaction, and related interactome information
- Thomson Collexis Dashboards: custom datasets on therapeutic areas or diseases, providing unique data mining, display, and predictive potential

Wiley-Blackwell Sunrise Seminar

📍 Columbus K and L

Please join us to learn more about medical and health sciences resources from Wiley-Blackwell. Don't miss this opportunity to get hands-on tips and insight on how to use The Cochrane Library and Essential Evidence Plus. A continental breakfast will be served. Special guest speaker: Carol Lefebvre, Senior Information Specialist, UK Cochrane Collaboration, Oxford, United Kingdom

7:00 a.m.–9:00 a.m.

Informal Meetings

Go Local Discussion Session

📍 Toronto

National Network of Libraries of Medicine, Middle Atlantic Region Strategic Plan Launch

📍 Hong Kong

New Members and First-time Attendees Breakfast

📍 Regency Ballroom A

Ticketed event.

9:00 a.m.–10:00 a.m.

Plenary Session I: Welcome to MLA '08/Presidential Address

📍 Grand Ballroom

Presiding: Mark E. Funk, AHIP, MLA President, 2007/08

Welcome from the President

Mark E. Funk, AHIP, MLA President 2007/08, and Head, Collection Development, Weill Medical College of Cornell University, Samuel J. Wood Library, New York, NY

Welcome from the Midwest Chapter

Mary J. Markland, AHIP, President, Midwest Chapter of MLA, and SE Clinical Campus Librarian, Library of the Health Sciences, University of North Dakota School of Medicine and Health Sciences–Fargo

Welcome from the 2008 National Program Committee

Jane L. Blumenthal, AHIP, Cochair, 2008 National Program Committee (NPC), and Director, Health Sciences Libraries, University of Michigan–Ann Arbor; Lora L. Thompson, AHIP, Cochair, 2008 (NPC), and Director, Baker-Berry Library, Dartmouth College, Hanover, NH; James Shedlock, AHIP, FMLA, Cochair, Local Assistance Committee, 2008 NPC, and Director, Galter Health Sciences Library, Northwestern University Feinberg School of Medicine, Chicago, IL; and Christine Frank, AHIP, Cochair, Local Assistance Committee, 2008 NPC, and Director, Library of Rush University Medical Center, Rush University Medical Center, Chicago, IL

Presidential Address

Mark E. Funk, AHIP, MLA President 2007/08

10:30 a.m.–noon

Plenary Session II: The John P. McGovern Lecture

Established with a donation from the John P. McGovern Foundation, Houston, TX.

 Grand Ballroom

Sponsored by EBSCO Information Services

Introduction of video: Elizabeth K. Eaton, Executive Director, Houston Academy of Medicine–Texas Medical Center Library, Houston, Texas

Video honoring John P. McGovern, receiving the American Medical Association Foundation's President Award presented February 12, 2007, at the Excellence in Medicine Awards ceremony in Washington, DC, was produced by the American Medical Association. Video was directed by Bryant Boutwell, Associate Dean for Community Affairs and Professional Education, University of Texas Medical School–Houston, and narrated by Pete Friedmann, an independent communications and marketing consultant.

Introduction: Jane L. Blumenthal, AHIP, Director, Health Sciences Libraries, University of Michigan–Ann Arbor

Lecturer: Andrew Zolli, Founder, Z+ Inc.; Curator, Pop!Tech conference; Fellow, *National Geographic*, Director of National Geographic Society Picture the Future Project

noon–12:30 p.m.

Technology Showcase

EBSCO: GIDEON

 Riverside Center Exhibition Hall

Demonstrated by Steven Berger: Explore Global Infectious Disease and Epidemiology Network (GIDEON), the world's premier global infectious diseases database. This point-of-care clinical decision support system provides a current, evidence-based resource for diagnosis, treatment, and teaching in the fields of tropical and infectious diseases, epidemiology, and microbiology in all countries.

noon–2:00 p.m.

Chapter Council Presents Sharing Roundtables

Sponsored by J.A. Majors and UBP Library Services (Baker and Taylor Companies)

 Regency Ballroom A and B

Ticketed Event. No onsite ticket sales.

DAILY PROGRAM: MAY 18

noon–5:00 p.m.

Hall of Exhibits Open

 Riverside Center Exhibition Hall

1:00 p.m.–1:30 p.m.

Technology Showcase

The R2 Digital Library: E-books Maximized

 Riverside Center Exhibition Hall

The R2 Digital Library is an electronic book platform that offers a unique business model for digital content. It enables the purchase of individual resources from multiple publishers, on 1 platform. The R2 Digital Library offers access to more than 400 searchable health sciences titles from 25 health sciences publishers.

2:00 p.m.–3:30 p.m.

MLA Business Meeting I

 Grand Ballroom

Presiding: Mark E. Funk, AHIP, MLA President 2007/08

Agenda

- Announcements
- In Memoriam
- Member Recognition
- Call to Order
- Announcements and Election Results
- New Business
- Treasurer's Report: Linda Walton, MLA treasurer, and Associate University Librarian and Director, Hardin Library for the Health Sciences, University of Iowa–Iowa City
- Executive Director's Report: Carla J. Funk, CAE
- Annual Report
- Old Business

3:30 p.m.–4:00 p.m.

Beverage Break

 Riverside Center Exhibition Hall

Technology Showcase

EBSCO: DynaMed

 Riverside Center Exhibition Hall

Learn about DynaMed, the only evidence-based reference shown to answer most clinical questions during practice. Designed for the use at the point of care, DynaMed provides the best available evidence and the ability to integrate with electronic medical records (EMRs). DynaMed is updated daily and includes unlimited remote access through the web and via PDA.

3:30 p.m.–4:15 p.m.

Public Relations/Marketing Seminar: “Marketing 100: Starting at the Bottom”

📍 Columbus A and B

3:30 p.m.–4:30 p.m.

Poster Session 1

📍 Riverside Center Exhibition Hall

Even numbered posters will be presented during this time period.

See pages 43–49 for the list of poster presenters.

4:30 p.m.–5:00 p.m.

Technology Showcase

EBSCO: Nursing Reference Center

📍 Riverside Center Exhibition Hall

Learn about Nursing Reference Center (NRC), a comprehensive reference tool designed to provide clinical resources to nurses and other health care providers, directly at the point of care. NRC provides in-depth content covering areas including conditions and diseases, patient education resources, drug information, continuing education, lab and diagnostic detail, and best practice guidelines.

4:30 p.m.–6:00 p.m.

Section Programs

2008 NATIONAL PROGRAM COMMITTEE

Forging Connections to Emerging Research

📍 Columbus K and L

Moderator: Jaime Friel Blanck, AHIP, Liaison and Outreach Services Librarian, Health Sciences and Human Services Library—Baltimore



The Librarian Emergency Responder: Summary Conclusions from the Oral History Project, Answering the Call: Library Roles in Disasters

Robin Featherstone

A Meta-analysis for Pediatric Leukemia Treatment: Bone Marrow or Cord Blood Transplantation?

Xu Shixia

Health Sciences Libraries: Synergistic Partnerships

Jean Song, Gillian Mayman, and Jane L. Blumenthal, AHIP

Seven-year Tune Up: How One Library Reinvigorated Their Single Service Desk

Susan McGuinness, Jeff Williams, and Alice Witkowski, AHIP

CONSUMER AND PATIENT HEALTH INFORMATION SECTION

The Bridge Is Out: Better Learn How to Swim—Coping with Budget Cuts—Creative Solutions in Lean Times

Corporate Information Services, Hospital Libraries, Leadership and Management Sections; Library Marketing SIG

📍 Grand Ballroom A

Moderator: Tammy L. Mays, AHIP, ALA Spectrum Doctoral Fellow, School of Library and Information Studies, University of Wisconsin—Madison

Efficiencies of Scale and Empowerment: Consumer Health Website Design Using Social Technologies

Patricia F. Anderson, Sarah Brittain, and Sean R. Meyer

Using an In-depth Analysis of Individualized Learning to Best Inform a Library Training Program

Molly Cahall, Rebecca N. Jerome, Annette M. Williams, and Nunzia B. Giuse, AHIP, FMLA

High Tech High Touch: Sharing Staff at a Distance

Sharon Dennis, Claire Hamasu, and Heidi Sandstrom

Are You Marketing or Just Promoting? One Without the Other Is a Wasted Effort

Elizabeth Smigielski

HISTORY OF THE HEALTH SCIENCES SECTION

Opening Doors: The African American Connection in Medical Librarianship

African American Medical Librarians Alliance SIG

📍 Columbus G and H

Moderator: Michael S. Fitts, Assistant Director for Access and Document Delivery Services/Assistant Professor, Lister Hill Library of the Health Sciences, University of Alabama—Birmingham

Quest for Equality: Opening Librarianship to Librarians of Color

Lisa M. Boyd

Those Who Made a Difference: A Qualitative Study of Firsts

Cynthia L. Henderson

The First Blood Bank in the South: The John Gaston Hospital Blood Bank in 1938

Richard Nollan

Opening Doors: Contemporary African American Surgeons

Jill Newmark and Margaret Hutto

RESEARCH SECTION

Developing a Research Culture in Your Organization

 Columbus A and B

Moderator: Susan Lessick, AHIP, Head, Grunigen Medical Library, University of California–Irvine, Orange, CA

What’s So “Imperative” About Research?

Gerald Perry, AHIP

From Evidence to Strategic Plan

Sue Fleming

Making a Commitment to Evidence-based Library and Information Practice: The Role of Library Leadership

Susan C. Whitmore

Climbing Mount Everest, or at Least the Sandias: The Viewpoint of an Academic Health Sciences Library Director

Holly S. Buchanan, AHIP

The Culture of Research in Its Many Contexts

Rosalind F. Dudden, AHIP, FMLA

6:00 p.m.–7:00 p.m.

International Visitors Reception

 Crystal C

Invitation Only

Library School Reunion

 Regency Ballroom A

Section Shuffle

 Regency Ballroom C

7:00 p.m.–9:00 p.m.

Friends of the NLM

 Offsite: Chicago History Museum

7:00 a.m.–8:15 a.m.

Sunrise Seminars

EBSCO Information Services Sunrise Seminar: Nursing and Allied Health Resources

 Columbus E and F

Come see how EBSCO’s nursing and allied health resources and the CINAHL family of databases (CINAHL, CINAHL with Full Text, CINAHL Plus, and CINAHL Plus with Full Text) are the world’s most comprehensive nursing, biomedicine, health sciences librarianship, alternative/complementary medicine, consumer health multiple allied–health disciplines, and more.

Elsevier Sunrise Seminar: Mosby’s Nursing Index: A Robust Alternative to CINAHL

 Columbus G and H

Come see why Mosby’s Nursing Index provides a powerful alternative to CINAHL. Featuring a user-friendly interface, cover-to-cover indexing of more than 2,500 international source titles, and the robust Emtree thesaurus, Mosby’s Nursing Index allows for expert searching of the nursing and allied health literature.

Elsevier Sunrise Seminar: EMBASE: Complete from 1947 to Today

 Columbus A and B

Significant advancements have been made to EMBASE, particularly in indexing and thesaurus management. This learning session reviews and demonstrates these advancements and how they were used to integrate the EMBASE Classic backfiles (1947–1973) with the current EMBASE file. Join us for breakfast and see live integrated search examples using the EMBASE complete file, 1947 to current. We encourage you to register in advance at bdtraining@elsevier.com.

IGI Global: Biomedical and Health Care Informatics Resources from IGI Global

 Atlanta

IGI Global introduces a wealth of research publications on biomedical informatics and health care technology, including books from the Medical Information Science Reference imprint, the international *Journal of Healthcare Information Systems and Informatics*, the *International Journal of Healthcare Delivery Reform Initiatives* (coming fall 2008); and a variety of electronic access options.

National Library of Medicine (NLM) Sunrise Seminar: Online Users’ Meeting

 Columbus I and J

NLM staff will highlight recent accomplishments and indicate new developments in a variety of online systems, including MEDLINE/PubMed, MedlinePlus, and DOCLINE.

Radiological Society of North America: Continuing Medical Education Credits: How You Can Help

 Columbus C and D

Get advice from a continuing medical education (CME) provider. Medical societies provide their members with a variety of CME resources and constantly investigate new methods for delivering CME opportunities. Learn how to provide your users with the latest CME tools and resources, available through your medical library

7:00 a.m.–9:00 a.m.

Informal Meetings

American Academy of Pediatrics Library Advisory Board Meeting

📍 Wright

Invitation only

Oxford Journals Hospital Libraries Breakfast Focus Group

📍 Wrigley

8:00 a.m.–9:00 a.m.

Informal Meeting

Libraries in Medical Education SIGs for the Group on Educational Affairs

📍 Toronto

9:00 a.m.–10:00 a.m.

Plenary Session III: The Janet Doe Lecture

“There Are No More Giants: Changing Leadership for Changing Times”

📍 Grand Ballroom

Introduction: Henry Lemkau Jr., FMLA, Fort Lauderdale, FL

Lecturer: Thomas G. Basler, FMLA, Director of Libraries and Learning Resource Centers, Medical University of South Carolina–Charleston

10:00 a.m.–10:30 a.m.

Beverage Break

Sponsored by Rittenhouse Book Distributors

📍 Riverside Center Exhibition Hall

Technology Showcase

Unbound Medicine: uCentral Connects Patrons to Library Content via iPhone, Blackberries, Smartphones, and PDAs

📍 Riverside Center Exhibition Hall

Concerned about connecting your mobile patrons with information when and where they need it? uCentral can help! We will show how uCentral supports *all* your patrons, on iPods, Centros, Blackjacks, Curves, and the web. See how the library can bring popular reference titles and your journal collection to your mobile users!

10:00 a.m.–noon

Hall of Exhibits Open

📍 Riverside Center Exhibition Hall

10:30 a.m.–noon

Section Programs

COLLECTION DEVELOPMENT SECTION

Bridging the Library Ethics Gap: Conflict of Interest Concerns of Librarians

📍 Columbus E and F

DAILY PROGRAM: MAY 19



Moderator: Melissa M. Nasea, AHIP, History Collections Librarian, Laupus Health Sciences Library, East Carolina University, Greenville, NC

The Nature of the Gap

Joan Schuitema

Mind the Publication Ethic's Gap

Andrew Robinson

Pens, Pencils, and Parties: Avoiding Conflicting Interests in Collection Development

Jonathan Lord, AHIP

Question-and-answer Session

INTERNATIONAL COOPERATION SECTION

Issues in International Librarianship: Copyright and Resources Sharing

Veterinary Medical Libraries Section; Lesbian, Gay, Bisexual, and Transgendered Health Science Librarians; Outreach SIGs

📍 Columbus A and B

Moderator: Ellen Sayed, Manager, eAccess Services, Distributed eLibrary, Weill Cornell Medical College in Qatar, Doha, Qatar

Collaborative Strategies for Connecting Medical Libraries in the Gulf Region

Bijan Esfahani

Issues in International Librarianship

Tomas Lipinski

Collaborative Strategies for Connecting Medical Libraries

Thomas Williams, AHIP

Question-and-answer Session

Connecting with Leaders: What Do They Expect?**Hospital Libraries Section**

 Columbus I and J

Moderator: Terrance M. Burton, Director, Health Sciences Libraries, Ebling Library, University of Wisconsin–Madison

Panel Discussion

Robert Golden, Lois Halstead, Jeffrey C. Miller, Diana Halfer, and William Duffy

MEDICAL INFORMATICS SECTION

Top Technology Trends: Bridge Today, Gone Tomorrow**Educational Media and Technologies Section**

 Columbus K and L

Moderator: Susan Lessick, AHIP, Head, Grunigen Medical Library, University of California–Irvine, Orange, CA

Panel Discussion

Sadie L. Honey, Michelle Kraft, AHIP, Wallace McLendon, Bart Ragon, Gabriel Rios, Eric Schnell, and Rikke Ogawa, AHIP

MEDICAL LIBRARY EDUCATION SECTION

Only Connect: Research to Practice**Research Section**

 Columbus G and H

Moderator: Joanne G. Marshall, FMLA, Alumna Distinguished Professor, School of Information and Library Science, University of North Carolina–Chapel Hill

Library and Information Science Research Education and the MLA Research Policy

Michelynn McKnight, AHIP, and Carol Hagy

Using Theory of Reasoned Action (TRA) in Understanding Selection and Use of Information Resources: The Role of Reference Services

Donghua Tao and Sanda Erdelez

Assessment of Consumer Health Information in Wikipedia

Jennie M. Morris

PHARMACY AND DRUG INFORMATION SECTION

Bridging the Communication Gap Between Patients and Physicians/Practitioners**Chiropractic Libraries Section; Complementary and Alternative Medicine SIG**

 Columbus C and D

Moderator: Ruiling Guo, AHIP, Health Sciences Librarian, Idaho Health Sciences Library, Idaho State University–Pocatello

Health Literacy: Helping Health Care Providers Help Patients Understand

Mark V. Williams

Is There a Way for Practitioners to Provide Evidence-based Information on Herbal Medicine to Patients

Norman R. Farnsworth

11:00 a.m.–11:30 a.m.

Technology Showcase**Basch Subscriptions: Let Our B.O.S.S. Work for You**

 Riverside Center Exhibition Hall

Learn how Basch's Online Subscription Service (B.O.S.S.) will help manage your serials in all formats. B.O.S.S. provides an echeck-in portal, allows automatic claiming, customized reporting, and ILS interfacing. Additionally, B.O.S.S. offers a custom branded e-journal portal, maintains all e-journal and database links, and more—at no extra cost to you.

noon–1:30 p.m.

MLA Awards Ceremony and Luncheon

 Regency Ballroom

Ticketed event. Onsite tickets are available for sale in the MLA Registration Center prior to 7:00 p.m. on Saturday, May 17.

1:15 p.m.–5:00 p.m.

Hall of Exhibits Open

 Riverside Center Exhibition Hall

1:30 p.m.–2:00 p.m.

Technology Showcase**BMJ Point of Care: New, Effective Decision Support**

 Riverside Center Exhibition Hall

Introducing BMJ Point of Care, a brand-new clinical decision support tool. Developed jointly by BMJ Group, a global authority in evidence-based medicine, and Epocrates, a recognized US leader for authoritative drug information, BMJ Point of Care is specifically designed to deliver highly actionable diagnosis and treatment guidance at the immediate point of care.

1:30 p.m.–2:30 p.m.

Academy of Health Information Professionals Question-and-answer Session

 Acapulco

2:00 p.m.–3:30 p.m.

Section Programs**2008 NATIONAL PROGRAM COMMITTEE****Building Connections to the Future**

 Columbus A and B

Moderator: Ana D. Cleveland, AHIP, Professor and Director, Health Informatics Program, School of Library and Information Sciences, University of North Texas–Denton

Practicality versus Theory: Are We Preparing Health Sciences Librarians?

Ivonne Martinez and Michele L. Malloy

Connecting the Dots: A Library Outreach Program

Kefeng (Maylene) Qiu, AHIP, and Lin Wu, AHIP

Specialization in Medical Librarianship

Alicia A. Livinski and Courtney D. Crummett

Modeling Lay Information Mediary Behavior: Implications for Information Services and Health Outcomes

Jennie A. Abrahamson and Karen E. Fisher

CONSUMER AND PATIENT HEALTH INFORMATION SECTION

Consent or Obedience? Medical Authority and Consumer Health Education: Bridging the Medical Ethics Gap

Collection Development Section; Lesbian, Gay, Bisexual, and Transgendered Health Science Librarians SIG

 Grand Ballroom A

Moderator: Tammy L. Mays, AHIP, ALA Spectrum Doctoral Fellow, School of Library and Information Studies, University of Wisconsin–Madison

Truth and Consequence: Authoritative Knowledge, Claims of Salvation, and the Medical Internet

Laurie Zoloth

EDUCATIONAL MEDIA AND TECHNOLOGIES SECTION

Bridging the Gap with Web 2.0: Connecting with Our Community and Ourselves

Corporate Information Services, Dental, Nursing and Allied Health Resources, Relevant Issues Sections; Clinical Librarians and Evidence-Based Health Care; Lesbian, Gay, Bisexual, and Transgendered Health Science Librarians; Molecular Biology and Genomics; Outreach SIGs

 Grand Ballroom B

Moderator: Robert Johnson, Research Librarian for Nursing and Allied Health, University of California–Irvine

Cross-country Connections: Implementing Learning 2.0 in a Multistate Medical Library System

Melissa L. Rethlefsen and Ann M. Farrell

Treating Users as Codevelopers: One Library's Experience with Perpetual Beta

Marcus A. Banks, Sadie Honey, and Julia K. Kochi



Challenges of Discovery: Consumer Health Resources in Second Life and Use of a Wiki for Indexing and Community Building

Patricia F. Anderson, Arta Dobbs, and Joshua D. Copeland

Ask an Avatar: Providing Reference Services in Second Life

Gillian G. Mayman, Jean Song, Whitney Townsend, Patricia F. Anderson, and Jane L. Blumenthal, AHIP

FEDERAL LIBRARIES SECTION

Connecting Veterans, Military Personnel, and Families to Mental Health Resources

Department of Veterans Affairs Librarians, Mental Health, Outreach SIGs

 Columbus G and H

Moderator: Margaret (Peg) Allen, AHIP, Coordinator, Hmong Health Education Network, Wausau Area Hmong Mutual Association, Wausau, WI

Go Local Partnership with Citizen–Soldier Support Program for Military Families

Christie C. Silbajoris, AHIP, and Diana McDuffee, AHIP

Information Handouts for Concrete Services and Discharge Planning

Bill Kinnaird

MyHealthVet and Other Mental Health Resources for Veterans


Lola Purvis

Question-and-answer Session

LEADERSHIP AND MANAGEMENT SECTION

Connecting the Dots: Strategies for Building a Portable Career and Speed Mentoring

Hospital Libraries Section; African American Medical Librarians Alliance, New Members SIGs

 Columbus I and J

Moderator: Terrance M. Burton, Director, Health Sciences Libraries, Ebling Library, University of Wisconsin–Madison

Connecting the Dots is a two-part hands-on session. In part one, attendees will participate in roundtables on professional development and job searching skills and techniques. Part two is a speed mentoring session, in which mentees will have ten-minute meetings with two to three library administrators to review resumes and discuss professional development opportunities.

Research Collaborations: Bridges With Impact**Complementary and Alternative Medicine SIG**

📍 Columbus C and D

Moderator: Jonathan Eldredge, AHIP, Associate Professor, School of Medicine Library Knowledge Consultant, Health Sciences Library and Informatics Center, University of New Mexico–Albuquerque

Reconstructing Reference to Become Strategic Partners in Research Initiatives

Irene M. Lubker, Barbara Allen Wright, AHIP, Margaret E. Henderson, Kristine M. Hughes, Shannon D. Jones, Virginia L. Stone, Jean P. Shipman, AHIP, Mary Jane Green, and Catharine S. Canevari, AHIP

Health Sciences Librarians and PubViz: A Novel MEDLINE Exploration Engine

Jean Song, Marci Brandenburg, Fan Meng, and Barbara Mirel

An Exploratory Analysis of PubMed's Free Full-text Limit on Citation Retrieval for Clinical Questions

Mary Krieger, Randy Richter, and Tricia Austin

The Influence of an Evidence-based Medicine Focused Morning Report on Resident Physician Use of MEDLINE and UpToDate

Ahlam Saleh, Nancy Tannery, Charles Wessel, Scott R. Herrle, Bruce Y. Lee, Megan S. Cunnane, Rosanne Granieri, Elizabeth Weinstein, and Raquel A. Buranosky

Connecting through Quality: A Medical Librarian's Journey to Improving Patient Care Through Six Sigma

Julia Esparza, Shannon Johnson, Michael Wade, and Miranda Woosley

TECHNICAL SERVICES SECTION

Legal Aspects of Digitization and Documents Management**Veterinary Medical Libraries Section**

📍 Columbus E and F

Moderator: Hanna Kwasik, AHIP, Head, Cataloging and Serials, Library, Louisiana State University Health Sciences Center–New Orleans

Legal Aspects of Digitization and Documents Management

Tomas Lipinski

2:30 p.m.–3:00 p.m.

Technology Showcase**Thomson Scientific: Inspire Collaboration and Scholarly Publishing with EndNote**

📍 Riverside Center Exhibition Hall

How researchers work is as important as their results. Preview upcoming EndNote features and the new EndNote Web, designed to fit the researcher's workflow. Our family of bibliographic tools organizes references in multiple collaborative environments and simplifies article submission for *JAMA* and more. Join our free training support program.

3:30 p.m.–4:00 p.m.

Beverage Break

📍 Riverside Center Exhibition Hall

Technology Showcase**RMIT Publishing: Every Global Medical Library Needs a Second Opinion**

📍 Riverside Center Exhibition Hall

RMIT Publishing, a leading scholarly publisher of Austral-Asian information provides international libraries with a fresh perspective—and access to content not available through MEDLINE. If you need a second opinion, consider Meditext—researched down under, respected world over.

3:30 p.m.–4:30 p.m.

Informal Meetings**EFTS Users' Group Meeting**

📍 Hong Kong

PubMed LinkOut User Meeting

📍 Acapulco

Poster Session 2

📍 Riverside Center Exhibition Hall

Odd numbered posters will be presented during this time period.

See pages 43–49 for the list of poster presenters.

4:30 p.m.–5:00 p.m.

Technology Showcase**EBSCO: CINAHL with Full Text**

📍 Riverside Center Exhibition Hall

Learn more about how CINAHL and the other available enhanced versions (CINAHL with Full Text, CINAHL Plus, and CINAHL Plus with Full Text) provide complete coverage of English-language nursing journals and publications. These databases include coverage of nursing, biomedicine, health sciences librarianship, alternative/complementary medicine, consumer health, and seventeen allied-health disciplines.

4:30 p.m.–6:00 p.m.

Section Programs

FEDERAL LIBRARIES SECTION

Connecting with Administrators to Show the Value of Libraries and Librarians**Corporate Information Services Section; Department of Veterans Affairs Librarians SIG**

📍 Columbus G and H

Moderator: Dixie A. Jones, AHIP, Librarian, Overton Brooks VA Medical Center Library, Shreveport, LA

Connecting with Administrators: Demonstrating the Value of Library Services

Edward J. Poletti, AHIP, Dixie A. Jones, AHIP, Priscilla L. Stephenson, AHIP, Marvett Burns, Lola H. Purvis, Sara Blackwell, Felicia Little, Dianne B. Jones, Linton Swenson, and Sandra Todd

Bridging the Gap: Using Dollar Values to Demonstrate the Value of Library Services

Julia Esparza and Donna Record


Demonstrating Effectiveness from Planning to Outcomes: One Regional Medical Library's Story

Betsy Kelly and Claire Hamasu

HISTORY OF THE HEALTH SCIENCES SECTION

Interconnections: An Interdisciplinary Approach to Medical History

Veterinary Medical Libraries Section; Mental Health SIG

 Columbus A and B

Moderator: Patricia Gallagher, AHIP, Senior Librarian, Library, New York Academy of Medicine–New York

A Philosopher's Medical Utopias: Ernst Bloch and the History of Medicine

Kevin O'Brien

Artificial Hearts, Endoscopes, and Other Cool Stuff

Judy Chelnick

Veterinary Medicine's Contributions to Human Health

Diane Fagen

Claudius Mayer and Frank (Bradway) Rogers: The End of the *Index-Catalogue* and the Origins of the Modern *Index Medicus*, a Personal History

Kathel Dunn

PUBLIC HEALTH/HEALTH ADMINISTRATION SECTION

The Role of Health Sciences Librarians in Applying Web 2.0 Technologies and Their Uses in Clinical and Public Health Practice and Instruction

Dental, Health Association Libraries, Nursing and Allied Health Resources Sections; Libraries in Curriculum SIG

 Grand Ballroom A

Moderator: Christine Marton, Chair Elect, Public Health/Health Administration Section, Whitby, ON, Canada

Creating a Roadmap: Web 2.0 and Local Public Health Practice

Gillian G. Mayman, Alison Grodzinski, Nancy Allee, AHIP, Whitney Townsend, Anne Perorazio, Hung Truong, and Jane Blumenthal, AHIP

Connecting Content to Readers: Marketing RSS as an Information Management Tool

Erika L. Sevetson, Allan R. Barclay, AHIP, Rebecca J. Holz, Christopher Hooper-Lane, AHIP, Stephen M. Johnson, and Andrew Osmond

When You Can't Use a Wiki Because of Security Issues, Try SharePoint

Linda J. Spadaccini

Second Life for Engagement, Outreach, and Building Interdisciplinary Communities of Learning

Patricia F. Anderson, Sharon Grayden, Marc R. Stephens, Mark P. MacEachern, and Jane L. Blumenthal, AHIP


Teaching Medical Subject Headings (MeSH): Web 2.0 Style

Lauren A. Maggio, David B. Flynn, Megan Bresnahan, Mary Blanchard, and David Ginn

RELEVANT ISSUES SECTION

Health Disparities: Chasm, Gap, or Bridge

Chiropractic Libraries, Consumer and Patient Health Information Sections, African American Medical Librarians Alliance; Lesbian, Gay, Bisexual, and Transgendered Health Science Librarians; Outreach SIGs

 Columbus C and D

Moderator: Cynthia L. Henderson, AHIP, Director, Morehouse School of Medicine Library, Atlanta, GA

Health Disparities: Chasm, Gap, or Bridge

John Ruffin

6:00 p.m.–8:00 p.m.

Informal Meeting

Softlink Liberty User Meeting

 Acapulco

8:00 p.m.–10:00 p.m.

Reception hosted by the American Medical Association

 Offsite: Mid-America Club, 200 E. Randolph Drive



Tuesday, May 20, 2008

7:00 a.m.–8:15 a.m.

Sunrise Seminars

EBSCONET: Your Total E-resource Management System

📍 Columbus H

EBSCONET is your central source for electronic and print resource access and management. This web-based system facilitates the entire subscription management cycle from order placement to renewals, while also helping you manage countless other administrative tasks, such as monitoring publisher packages, generating reports, and registering and activating e-journals.

Elsevier Sunrise Seminar: Clinical Decision Support

📍 Columbus C and D

Is your hospital asking you to integrate your library holdings into the hospital's software applications? Come learn how Elsevier can integrate world-class content for physicians, nurses, multi-care teams, and pharmacists into your electronic health records, computerized physician order entry system, and more. Intelligence at the point of care.

McGraw-Hill Sunrise Seminar: Harrison's Practice—All the Authority of Harrison's at the Point-of-Care

📍 Columbus E and F

From the same team of expert physicians who authored *Harrison's Principles of Internal Medicine*, 17th edition, McGraw-Hill's Harrison's Practice delivers concise, essential point-of-care information on the diagnosis and treatment of the most common medical conditions. Learn more about the one tool that makes key clinical information just one click away—*Harrison's Practice*.

Ovid Sunrise Seminar: Increase User Productivity with QUOSA

📍 Acapulco

Join QUOSA staff for an informational session highlighting their two key product offerings: QUOSA Information Manager, designed for full-text literature management for health sciences researchers and information professionals, and QUOSA Virtual Library, a solution for sharing literature and documents by research teams and workgroups.

9:00 a.m.–10:00 a.m.

MLA Business Meeting II: Presidential Inaugural Address and MLA '09 Invitation

📍 Grand Ballroom

Presiding: Mark E. Funk, AHIP, MLA President 2007/08

Agenda

- Call to Order
- Old Business
- Recognition of Retiring Board Members

- Introduction of Incoming Board Members
- Recognition of Outgoing President
- Presidential Inaugural Address: Mary L. Ryan, MLA President, 2008/09, and Director, UAMS Library, University of Arkansas for Medical Sciences–Little Rock
- Resolutions
- Announcement of MLA Swap 'n' Shop Winners and Scholarship Booth Raffle Drawing
- Invitation to MLA '09: Judy Consales, Cochair, 2009 National Program Committee (NPC), and Director, Louise Darling Biomedical Library, University of California–Los Angeles; Alice Witkowski, AHIP, Cochair, 2009 NPC, and Librarian, Biomedical Library, University of California–San Diego, La Jolla, CA; Virginia (Ginny) Tanji, Local Assistance Committee Cochair, 2009 NPC, and Library Director, Health Sciences Library, School of Medicine, University of Hawaii–Manoa, Honolulu, HI; and Mabel Trafford, Local Assistance Committee Cochair, 2009 NPC, and Medical Librarian, Medical Library, Tripler Army Medical Center, HI
- Hawaiian musicians and dancers, Polynesian Cultural Center, Oahu, HI

10:00 a.m.–10:30 a.m.

Beverage Break

📍 Riverside Center Exhibition Hall

Technology Showcase

EBSCO: Patient Education Reference Center (PERC)

📍 Riverside Center Exhibition Hall

Learn about Patient Education Reference Center (PERC), a comprehensive collection of evidence-based patient education information for clinicians to personalize and print at the point of care. Handouts are easy to read, include illustrations, and are structured to enhance patient knowledge and understanding of material.

10:00 a.m.–3:00 p.m.

Hall of Exhibits Open

📍 Riverside Center Exhibition Hall

10:30 a.m.–11:30 a.m.

National Library of Medicine Update

📍 Grand Ballroom

11:30 a.m.–noon

Technology Showcase

BMJ Point of Care: New, Effective Decision Support

📍 Riverside Center Exhibition Hall

Introducing BMJ Point of Care, a brand-new clinical decision support tool. Developed jointly by BMJ Group, a global authority in evidence-based medicine, and Epocrates, a recognized US leader for authoritative drug information, BMJ Point of Care is specifically designed to deliver highly actionable diagnosis and treatment guidance at the immediate point of care.

11:30 a.m.–12:15 p.m.

Public Relations/Marketing Seminar: "Marketing 200: Getting to the Top"

📍 Columbus A and B

11:30 a.m.–12:30 p.m.

Legislative Update

📍 Regency Ballroom A

“Grassroots Advocacy: A Quick How-To Guide”

Join MLA’s Governmental Relations Committee, Joint MLA/Association of Academic Health Sciences Libraries Legislative Task Force, and Washington representative Dale Dirks, president, Health and Medicine Counsel of Washington, for this program. During the program, speakers will discuss tried-and-true strategies that can be utilized by health sciences librarians for developing and maintaining successful relationships with members of Congress.

Informal Meeting

QuickDOC Users Group Meeting

📍 Hong Kong

12:30 p.m.–1:00 p.m.

Technology Showcase

TDNet: What’s New in E-resource Access and Management

📍 Riverside Center Exhibition Hall

Learn about TDNet’s complete suite of services that will help your library optimize your electronic collections. Enhanced current awareness with Journal Manager, Searcher Analyzer, TOCs, and RSS services. *New!* eBook Manager and more. Advanced Access and Identity Management via Athens.

12:30 p.m.–2:00 p.m.

Informal Meeting

American Psychological Association’s Librarian Roundtable Lunch

📍 Water Tower

1:30 p.m.–2:00 p.m.

Technology Showcase

Thomson Scientific: Investigator Portal: The Indispensable Tool for Investigators in All Stages of Translational Research

📍 Riverside Center Exhibition Hall

As science strives to improve human health researchers are faced with a tremendous challenge in translating new basic research to the clinic—and then back to the bench to continue the cycle. Thomson Scientific’s new Investigator Portal provides the ideal tool to optimize clinical and preclinical research in all areas of disease and therapeutic research.

2:00 p.m.–3:30 p.m.

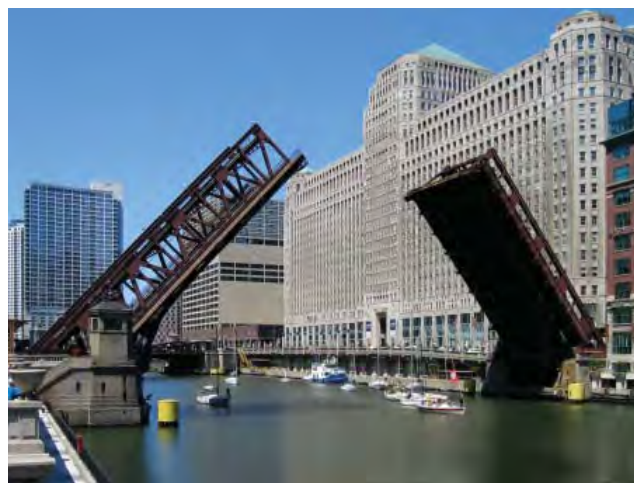
Section Programs

2008 NATIONAL PROGRAM COMMITTEE

Forging Connections to Emerging Research: New Technologies

📍 Columbus K and L

Moderator: Brian Bunnett, Deputy Director of Libraries, University of Texas Southwestern Medical Center–Dallas



Building and Piloting a Customizable Knowledge Management Environment to Support Public Health Practice: myPublicHealth

Debra Revere, Parmit Chilana, Steve Helgerson, and Sheryllynne Fuller, FMLA

MiSearch and PubMed: Assessing an Adaptive, Profile-based PubMed Search Tool

Marisa L. Conte, Jean Song, Nirit Glazer, Barbara Mirel, and David States

Connections and Innovations in a Nursing Informatics Course

Lin Wu, AHIP, Cynthia K. Russell, and Heather C. Templeton

Innovative Integration of Web 2.0 Applications to Enhance Library-based Bioinformatics Support

Kristi L. Holmes, Ellen Dubinsky, and Lili Wang

CANCER LIBRARIANS SECTION

Translational Medicine and the Library’s Role

Clinical Librarians and Evidence-Based Health Care, Molecular Biology and Genomics SIGs

📍 Columbus E and F

Moderator: Margaret Vugrin, AHIP, Reference Librarian, Health Sciences Library, Texas Tech University–Lubbock

Panel Discussion

Andrew Hamilton, Terrance M. Burton, Jonathan D. Eldredge, AHIP, and Carolyn Reid, AHIP

MEDICAL INFORMATICS SECTION

Technologies in Teaching

Corporate Information Services, Educational Media and Technologies Sections

📍 Regency Ballroom A

Moderator: Laura P. Barrett, AHIP, Coordinator, Informatics Institute, University of Medicine and Dentistry of New Jersey–Newark



Examining the Connections: Uses of Emerging Technologies for Web-based Instruction

Jaime Friel Blanck, AHIP, Stefanie Warlick, and Anna Tatro

Connecting Library and Information Science Education with the Virtual World

Feili Tu, Patrick L. McLaughlin, Matthew B. Landau, and Paul R. Keefner

Wimba Live Classroom: Virtual Connections

Alan T. Williams, Kristine M. Hughes, Virginia L. Stone, and Catharine S. Canevari, AHIP

How Online Tutorials, Podcasts, and Blogs Transformed Librarians into Virtual Teachers

Josephine P. G. Tan

MEDICAL LIBRARY EDUCATION SECTION

Only Connect: Education to Practice

📍 Columbus G and H

Moderator: Michelynn McKnight, AHIP, Assistant Professor, School of Library and Information Science, Louisiana State University–Baton Rouge

Putting the MLA Education Policy to Work

Joanne G. Marshall, FMLA

Panel Discussion

Rick B. Forsman, AHIP, FMLA, Jeffrey T. Huber, and Teresa Jimenez

NURSING AND ALLIED HEALTH RESOURCES SECTION

Connecting Libraries to Organizational Mission: Using Assessment to Strengthen the Library's Institutional Role

Hospital Libraries, Federal Libraries Section; Library Marketing SIG

📍 Regency Ballroom B

Moderator: David A. Nolfi, AHIP, Health Sciences Librarian, Gumberg Library, Duquesne University, Pittsburgh, PA

"Outcomes" Assessment: Moving from Inputs and Outputs to "True" Outcomes"

Peter Hernon

The Academic Library's Perspective on Assessment and Institutional Role

James Shedlock, AHIP, FMLA

Quantum Physics and Hospital Library Assessment

Michele S. Klein-Fedyshin

PHARMACY AND DRUG INFORMATION SECTION

EMBASE.com Lecture: Medication Therapy Management

📍 Columbus A and B

Moderator: Ruiling Guo, AHIP, Health Sciences Librarian, Idaho Health Sciences Library, Idaho State University–Pocatello

Bring Medication Therapy Management (MTM) into Focus

Linda Strand

PUBLIC SERVICES SECTION

Liaisons: Our Live Links to Users

📍 Columbus I and J

Moderator: Terry Ann Jankowski, AHIP, Head, Information and Education Services, Health Sciences Libraries, University of Washington–Seattle

Library Liaisons: Partnering, Connecting, and Engaging with Users: A Recipe for Success

Shannon D. Jones and Catharine S. Canevari, AHIP

Linking to the Informationist Concept: Defining New Training Models and Innovative Roles for the Liaison Librarian

Douglas L. Varner, AHIP, and Nancy K. Roderer, AHIP

Nursing Liaison Team: Making Connections Across the Education and Practice Spectrum

Cheryl A. Bartel, Emily Brennan, Andrea Lynch, and Rikke S. Oga-wa, AHIP

Liaison Services for the Johns Hopkins Medical Institutions

Claire Twose, Blair Anton, and Nancy K. Roderer

Take One Tier and Call Me in the Morning: Codifying Levels of Liaison Service

Michele R. Tennant, AHIP, Linda Butson, AHIP, Nita Ferree, AHIP, and Nancy Schaefer

VETERINARY MEDICAL LIBRARIES SECTION

One Health—Rural, Suburban, and Urban Interactions between Humans and Animals: A Collaborative Approach between Health Care Programs

📍 Columbus C and D

Moderator: Diane A. Fagen, Librarian, AVMA Library, American Veterinary Medical Association, Schaumburg, IL

The One Health Initiative

Roger Mahr

Opportunities for Crossdisciplinary Reference in Medical and Veterinary Libraries

Diane Fagen

Opportunities for Librarian Participation in a Medical School Rural Health Program

Ellen Schellhause

2:30 p.m.–3:00 p.m.

Technology Showcase

EBSCO: Medical Interface Enhancements Featuring EBSCOhost 2.0

 Riverside Center Exhibition Hall

Learn more about EBSCO's commitment to the development, expansion, and ongoing refinement of its suite of medical resources. EBSCO has recently implemented several new database features, including an enhanced thesaurus, streamlined search history, an optional "Ask-A-Librarian" link, and other improvements designed to make the search experience more intuitive and efficient.

3:30 p.m.–4:30 p.m.

Open Forums

Open Forum: Health Information Literacy Research Project

 Columbus A and B

Open Forum: Task Force on Social Networking Software

 Regency Ballroom B

Open Forum: Vital Pathways Program

 Toronto

Open Forum: Librarians without BordersSM

 Acapulco

Open Forum: National Institutes of Health (NIH) Public Access Policy

 Columbus G and H

4:30 p.m.–6:00 p.m.

Section Programs

2008 NATIONAL PROGRAM COMMITTEE

Forging Connections to Emerging Research: New Horizons

 Columbus C and D

Moderator: James Shedlock, AHIP, FMLA, Director, Galter Health Sciences Library, Northwestern University Feinberg School of Medicine, Chicago, IL

A Calculator for Measuring the Impact of Health Sciences Libraries and Librarians

Barbara B. Jones and Betsy Kelly

Health Information-seeking Behaviors of Older Adults: Results from an Interdisciplinary Institute of Museum and Library Services-funded Research Project

Mary Stansbury and Ruth Ludwick

DAILY PROGRAM: MAY 20

Psychometric Instrument Evaluation for Understanding the Information Needs of Cancer Patients

Kalyani Ankem

Identifying the Implications of the Use of Electronic Resources and New Technologies in Academic Medical Libraries

Octavia-Luciana Porumbeanu

DENTAL SECTION

Evidence Base: Web 2.0 for Professional and Clinical Productivity

Clinical Librarians and Evidence-Based Health Care SIG

 Regency Ballroom A

Moderator: Michael Kronenfeld, Director, Learning Resource Center, A.T. Still University of the Health Sciences, Mesa, AZ

Social Technologies for Professional and Clinical Productivity

Patricia F. Anderson and David Rothman

Question-and-answer Session

HEALTH ASSOCIATION LIBRARIES SECTION

The Role of the Librarian in Health Literacy

Consumer and Patient Health Information Section; Lesbian, Gay, Bisexual, and Transgendered Health Science Librarians; Outreach SIGs

 Columbus K and L

Moderator: Susan Bolda Marshall, Director, Division of Library and Archival Services, American Academy of Pediatrics, Elk Grove Village, IL

Health Information Literacy Research Project: Results from the Hospital Administrator and Health Care Provider Survey

Sabrina Kurtz-Rossi

One Size Does Not Fit All: Meeting the Health Care Needs of Diverse Populations

Karen K. Lee

Librarians at the Point of Care: Connecting Clinic Patients with Information They Can Trust

Tracy E. Powell, AHIP, Lydia Cheney, Ty Howell, and, Lee Vucovich, AHIP

NURSING AND ALLIED HEALTH RESOURCES SECTION

Connecting Libraries, Nurses, and Accreditation/ Credentialing Organizations to Improve Patient Care

Hospital Libraries Section; Outreach SIG

📍 Columbus E and F

Moderator: David A. Nolfi, AHIP, Health Sciences Librarian, Gumberg Library, Duquesne University, Pittsburgh, PA

Nursing and Allied Health Resources Section and American Nurses Credentialing Center Magnet Accreditation: What's the Attraction?

Pamela J. Sherwill-Navarro, AHIP, and Margaret (Peg) Allen, AHIP

Building a Bridge Between MLA and the American Nurses Credentialing Center (ANCC) Magnet Recognition Program

Melody M. Allison and Margaret Bandy, AHIP

Reconnecting Librarians with Nursing Accreditation: Key Results

Margaret (Peg) Allen, AHIP, Pamela Sherwill-Navarro, AHIP, Melody M. Allison, and Susan K. Jacobs, AHIP

Nurse Practice Court: A Play to Aid Nurses in Evidence-based Practice

Sheila Hayes, AHIP

TECHNICAL SERVICES SECTION

Connecting to New Roles

Collection Development, Leadership and Management, Public Services Sections

📍 Columbus I and J

Moderator: Hanna Kwasik, AHIP, Head, Cataloging and Serials, Library, Louisiana State University Health Sciences Center–New Orleans

Institutional Repository: The Bridge that Connects

Allyson Mower, Joan M. Gregory, AHIP, and Mary E. Youngkin

Entering Their World: How Can Catalogers Aid Electronic Medical Record Development?

Nadine P. Ellero, AHIP

From Copyright to Rights Management: Partnering for Success

Ruey L. Rodman, Pamela Bradigan, and Lynda Hartel



7:00 p.m.–10:00 p.m.

MLA Reception: Closing Connections

📍 Grand Ballroom

Visit with friends and make new connections at the annual MLA Reception on Tuesday night. We will celebrate your visit to Chicago with dancing, a DJ, and a varied, Chicago-inspired menu.

Wednesday, May 21, 2008

9:00 a.m.–noon

Plenary Session IV: Web 2.0 Tools for Librarians: Description, Demonstration, Discussion, and Debate

📍 Grand Ballroom

Moderator: Mark E. Funk, AHIP, Head, Collection Development, Samuel J. Wood Library, Weill Cornell Medical. College, New York, NY

Panel: Amanda Etches-Johnson, User Experience Librarian, McMaster University, Hamilton, ON, Canada; Bart Ragon, Assistant Director for Library Technology and Development, Claude Moore Health Sciences Library, University of Virginia–Charlottesville; Melissa Rethlefsen, Assistant Professor of Medical Education and Education Technology Librarian, Learning Resource Center, Mayo Clinic College of Medicine, Rochester, MN; and David Rothman, Information Services Specialist, Community General Hospital Medical Library, Syracuse, NY, and blogger at www.davidrothman.net.

noon–1:30 p.m.

MLA Board of Directors Meeting

📍 Wright

12:30 p.m.–5:00 p.m.

Continuing Education

See pages 18–19

Informal Meeting

**National Library of Medicine/Association of Academic
Health Sciences Libraries Leadership Fellows Program
Leadership Institute**

📍 Skyway 265

Join MLA in recognizing the best and brightest in the field. Please attend the Awards Ceremony and Luncheon on Monday, May 19, from noon–1:30 p.m. The event takes place in the Regency Ballroom. One ticket to the luncheon is included with inclusive registration. Purchase additional tickets in the MLA Registration Center prior to 5:00 p.m. on Sunday, May 18. Recipients are listed in order of presentation during the ceremony.

The Joseph Leiter NLM/MLA Lectureship

Debra R. Lappin

The John P. McGovern Award Lectureship

Endowed by the John P. McGovern Foundation.

Sponsored by EBSCO Information Services.

Andrew Zolli

The MLA Award for Distinguished Public Service

The Honorable David Obey (D-WI)

The MLA Scholarship

Lisa O'Keefe

The MLA Scholarship for Minority Students

Manju Tanwar

The MLA Scholarship for Minority Students, Annual Meeting

(one-time award)

Elana Churchill

The 2008 Cunningham Memorial International Fellowships

Lisa Kruesi

Vijay Padwal

The EBSCO/MLA Annual Meeting Grants

Sponsored by EBSCO Information Services.

Mary Lou Glazer, AHIP

Laura Haines

Meredith Orłowski

Jason Young

The Hospital Libraries Section/MLA Professional Development Grants

Sponsored by the MLA Hospital Libraries Section.

Amy Frey, AHIP

Michelle Goodwin

The David A. Kronick Traveling Fellowship

Endowed by the Bowden-Massey Foundation.

Kathryn Kerdolff, AHIP

The Donald A. B. Lindberg Research Fellowship

The 2008 Fellowship is sponsored by the New England Journal of Medicine.

Mark Puterbaugh

The Medical Informatics Section/MLA Career Development Grants

Sponsored by the MLA Medical Informatics Section.

Karen Albert, AHIP

Maureen Knapp

The MLA Continuing Education Awards

Patricia Hammond, AHIP

Susan Schleper

Thomson Scientific/MLA Doctoral Fellowship

Lorie Kloda

The Virginia L. and William K. Beatty MLA Volunteer Service Award

Endowed by Virginia L. and William K. Beatty.

Logan Ludwig, AHIP

The Lucretia W. McClure Excellence in Education Award

Sarah K. McCord, AHIP

The Lois Ann Colaiani Award for Excellence and Achievement in Hospital Librarianship

Jan Orick, AHIP

The Louise Darling Medal for Distinguished Achievement in Collection Development in the Health Sciences

Endowed by Ballen Booksellers International.

Grey Literature Report, New York Academy of Medicine

The Thomson Scientific/Frank Bradway Rogers Information Advancement Award

Sponsored by Thomson Scientific.

Digital Divide, Rural American Indian Communities

The Majors/MLA Chapter Project of the Year Award

Sponsored by J. A. Majors.

New York-New Jersey Chapter of MLA

The Ida and George Eliot Prize

Keith W. Cogdill, AHIP

The Murray Gottlieb Prize

Heidi Heilemann, AHIP

The Rittenhouse Award

Sponsored by Rittenhouse Book Distributors.

Bob Gerth

The T. Mark Hodges International Service Award

Carol Lefebvre

The 2008 Janet Doe Lectureship

Thomas G. Basler, FMLA

Fellowship

Suzanne Grefsheim, FMLA

Betsy L. Humphreys, AHIP, FMLA

Linda Garr Markwell, AHIP, FMLA

Diane McKenzie, FMLA

Lenny Rhine, FMLA

Marcia C. Noyes Award

Rick B. Forsman, AHIP, FMLA

Poster Session #1: Sunday, May 18, 3:30 p.m.–4:30 p.m. 📍 Hall of Exhibits

- 2:** An Overlap Analysis of Occupational Therapy Electronic Journals Available in Full-text Databases and from Subscription Services
Judy L. Schroeder
- 4:** Closing the Divide to Achieve Bibliographic Consistency Among Three E-journal Access Tools
Erica R. Powell, AHIP
- 6:** Creative Partnerships: Collaborative Approaches to Cost Sharing
Eric A. Rector and Alexa A. Mayo, AHIP
- 8:** Only Connect the Consumer and the Evidence! Involving Patients in the Creation of a Patient Information Website
Andrea Lane
- 10:** Website Usability Testing Using Camtasia Software
Caryn L. Scoville, Rachel A. Schaff, and E. Diane Johnson, AHIP
- 12:** Collaborating to Bridge the Gaps in Educating Patients and Families
Barbara S. Reich, AHIP, Karen DellaFave, and Deborah Magnan, AHIP
- 14:** Implementation of SFX and MetaLib in a Multihospital Health Care System
Vicki Budzisz and Brenda Fay
- 16:** Missing Links: Eroding Citations in Two Medical Library Journals
Maureen Watson, AHIP, Gale Oren, AHIP, and Alex Watson
- 18:** Bridging the Electronic Journal Gaps: Just How Far Back Can the Collection Go?
Betsy A. Appleton and Kathe S. Obrig
- 20:** Losing Remote Access to a Point-of-care Resource: What Are the Impacts on Library Portal Use?
Mary Beth Schell and Adam Dodd
- 22:** Why Develop Knowledge Management Resources?
David B. Goolabsingh, Suzetta C. Burrows, AHIP, and Mary Moore
- 24:** Web 2.0 Tools in Medical and Nursing School Curriculum
Trey Lemley and Judy Burnham, AHIP
- 28:** Facebook as a Tool for Health Education
Gillian G. Mayman
- 30:** Six Essential Social Technologies for Health Sciences Faculty
Gillian Mayman, Whitney A. Townsend, Mark MacEachern, and Marisa Conte
- 32:** Third-year Medical Student Participation on a Daily News Service Editorial Board
D. Elizabeth Irish, AHIP, Enid M. Geyer, AHIP, Jacob M. Reider, and Kimberly A. Noyes
- 34:** Making the Connection: Assessing the Information Literacy Skills of First-year Students Enrolled in a Doctor of Dental Medicine (DMD) Program
John Siegel, AHIP
- 36:** Beyond PubMed
Andrea S. Horne, Nadine P. Ellero, AHIP, and Inhye Kim Son, AHIP
- 38:** Bridging the Gap to PDA Technology: The University of Connecticut Health Center PDA Program
Robert M. Joven, Ben Smith, and Sheryl Bai
- 40:** Bridging the Information Management Gaps in a Revised Medical School Curriculum
Patricia C. Higginbottom, AHIP, Lee Vucovich, AHIP, and Gabriel Rios
- 42:** Designing a Comprehensive Program to Support Nurses in a Hospital Magnet Journey
Mary Lou Glazer, AHIP
- 44:** Health Literacy: Stepping Stones to Understanding
Janet L. Petty, AHIP, Shirley Sebald-Kinder, AHIP, and Leslie Lindsey
- 46:** PubMed and Evidence-based Medicine Training for Medical Students: Finding a Better Way
Brandi Tuttle, Connie Schardt, AHIP, Anne Powers, AHIP, and Megan von Isenburg
- 48:** Launching a New Generation of Nursing Researchers into Nursing Informatics
Carolyn M. Brown, AHIP, and Anna Getselman, AHIP
- 50:** Supporting “No Harm on the Farm”
Ellen Schellhause
- 52:** Aiming to Connect and to Captivate
Linda J. Collins, AHIP
- 54:** Being Present at the Birth: Distance Learning Services for Nurse Midwifery Students
Colleen M. Kenefick, AHIP, and Susan E. Werner
- 56:** Evidence-based Medicine Tool Picking Made Easy: Simplifying the Tiers of Evidence Helps Students Choose the Best Information Tools for Their Clinical Questions
Rita Shaughnessy, Rita Vine, and Mindy Thuna
- 58:** Linking Medical Residents to Training: An Analysis of Training Needs
Rick Wallace, AHIP
- 60:** Bridging the Training Gap by Connecting with Colleagues
Jeanne M. Le Ber, Margo Beecher, and Andrea Brown
- 62:** The Three-pronged Approach: A Framework for Teaching Information Management in the Health Sciences
Erika L. Severson and Christopher Hooper-Lane, AHIP
- 64:** Connecting with Students: Using Case Studies to Teach Research Skills
Sharon C. Murphy, AHIP
- 66:** Clickers in the Classroom and Beyond: Using Personal Response Systems to Improve Student Learning
Janet G. Schnall, AHIP, Amy L. Harper, Leilani A. St. Anna, AHIP, and Joanne Rich
- 68:** Connecting Health Sciences Students with MEDLINE through OvidSP: A Comparison of the Basic Search and Advanced Ovid Search Modes
Eileen Eandi
- 70:** Connecting with Customers: Customer Service Training for Library Staff
Irene M. Lubker, Alan T. Williams, Kristine M. Hughes, Barbara A. Wright, AHIP, Jean P. Shipman, AHIP, and Catharine S. Canevari, AHIP
- 72:** Medical Students Bridge Their Knowledge Gaps by Connecting to Lecture Podcasts
Nancy T. Lombardo and Derek Cowan
- 74:** Handouts No More: Increasing Access and Saving Paper By Using del.icio.us
Mary J. Markland, AHIP

POSTER SESSIONS

- 76:** Simplified Selection of Web Content: Balancing Library Expertise with User Data
Jill E. Foust
- 78:** Understanding Biocurators: Attributes and Roles of Model Organism Database Curators
W. John MacMullen
- 80:** VIPCare: A Collaborative Tool Connecting Third-year Medical School Students to Information at the Point of Learning
Jane Ichord, Elizabeth J. Richardson, Amy LaVertu, and Eric D. Albright, AHIP
- 82:** Connecting with International Evidence: Measuring the Importance of Multiple Database Searching for BMJ Clinical Evidence
Sarah L. Greenley
- 84:** EBM Librarian: A Wiki Connecting Instructors to Content
Karen Odato and Connie Schardt, AHIP
- 86:** Building on Existing Evidence: Comparing MEDLINE Systematic Review Search Strategies for Everyday Use
Sarah L. Greenley
- 88:** Use of Multiple Citation Analysis Resources to Measure Scientific Works: Evaluation and Comparison of Citation Analysis Tools
Yanira García-Bárcena and John D. Jones Jr.
- 90:** Using Innovative Technology to Showcase the Uniqueness and Elevate the Global Visibility of a Special Collections
Christopher Ryland, Taneya Koonce, James Thweatt, Mary Teloh, and Nunzia Giuse, AHIP, FMLA
- 92:** Information Management: "Compounds Capable of Relieving Pain without the Loss of CONSCIOUSNESS" (See Medical Subject Headings for Analgesics)
Mia S. White, AHIP, and Anna Getselman
- 94:** Medical Librarians in Disaster Preparedness, Response, and Recovery
Stacey J. Arnesen, Gale A. Dutcher, Cynthia B. Love, and Steven J. Phillips
- 96:** Health Sciences Librarians in Michigan: Connecting to Emerging Web 2.0 Technologies
Misa Mi, AHIP, Sandra Swanson, and Marie-Lise Shams, AHIP
- 98:** An Analysis of Clinical Questions Asked at Professor Rounds: A Retrospective Review
Nancy A. Bianchi
- 100:** Connecting an Underserved Community with Consumer Health Information: The Clinical Informationist's Role in a Health Education Program
Elaine C. Mosher, Diane G. Schwartz, AHIP, FMLA, Elizabeth Eisenhauer, Helen Anne Wolf, Kavita P. Ahluwalia, Donna Slawek, Karen Lamson, and Tracy Diina
- 102:** Library as Place: Defense of the Physical in a Perceived Virtual Environment
Karen W. Dillon
- 104:** "Phantom FTE's" in a Hospital Medical Library
Robert T. Neumeyer
- 106:** Toolkit for Effective Collaboration
Ulrike Dieterle
- 108:** Building Team Connections in a Health Sciences Library Using the DISC Profile
Nancy Allee, AHIP, and Jane Blumenthal, AHIP
- 110:** Connecting University Initiatives in Health Literacy: Virginia Commonwealth University Librarians Help to Bridge Gaps
Jean P. Shipman, AHIP, Shannon D. Jones, and Sarah E. Amick
- 112:** Reaching New Levels: Creating a Career Ladder for Support Staff
Jane Fama, James Comes, Vivian Frempong, Barbara Ingrassia, AHIP, Kerry Mayotte, Lisa Palmer, and Mary Piorun, AHIP
- 114:** Passion Through Art: First Annual Atlantic Health Family Art Exhibition
Patricia Regenber, AHIP, and Maria R. Lupo
- 116:** Make Mine a Double: Librarian Office Hours Multiply Basic Services
Mellanye Lackey and K.T.L. Vaughan
- 120:** Applying a Logic Model to an Evidence-based Practice Outreach Training Program
Ruiling Guo, AHIP, Janene Willer, and Barbara Bain
- 122:** Pharmacy Preceptors' Information Use Skills and Access to Drug Information
Jonathan Koffel and Susan Staggs
- 124:** Academic Medical Center to Rural Clinic: Ensuring Fair and Accurate Representation in Go Local
Shiela Phillippe, Marianne Burke, AHIP, Alan Lampson, Tina Kussey, and Lesley Boucher
- 126:** Bridging the Health Information Gap for Hospital Nurses
Christine Shaw-Daigle, Lisa Demczuk, Anlyn Cohen Baker, Melissa Raynard, Lori Giles-Smith, and Patricia Barrett
- 128:** What Works: Improving Health Literacy in the Real World
Kelly K. Near, Cindy Westley, and Laura Humbertson
- 130:** Forging New Directions: Launching a Scholarly Communications Initiative
Cathy Sarl
- 132:** Disaster and Emergency Preparedness Information for Special Populations
Gale A. Dutcher and Deena M. Pers
- 134:** Measuring the Effectiveness of Community Outreach: The Community Medical School Project
Laura Haines
- 136:** Tox Town *en Espanol*
Cynthia B. Love and Judy Kramer
- 138:** Somewhere Between the Monster Truck Pull and *Desperate Housewives*: Successful Marketing Connects Web Media to Health Information Consumers
Sally M. Patrick
- 140:** Bioinformatics Self-help Tools 24/7
Courtney D. Crummett, David Osterbur, and Paul Bain
- 142:** Research First Aid: Two Libraries Reaching Out with One Podcast
Amy E. Blevins and Mark Sanders
- 144:** Connecting the Campus: Library Leadership in Social Networking
Alexa A. Mayo, AHIP, Stefanie E. Warlick, and M. J. Tooley, AHIP
- 146:** Librarians Supporting Health Sciences Programs in General Academic Libraries
Mary K. Taylor, AHIP, and David A. Nolfi, AHIP
- 148:** Why Wufoo? Collecting Data about Reference Desk Transactions Using an Online Form Builder
Martha E. Hardy and Lisa McGuire

150: Think Big! Building Connections to Support Interdisciplinary Programs in Academic Institutions: Global Health at the Library
Jim Henderson, Deborah Meert, Eamon Duffy, and Louisa Piatti

152: Home Field Advantage: Connecting with Users on Their Turf
Shannon D. Jones and Catharine S. Canevari, AHIP

154: Weathering the Storm: Preparing for User Connection after Disaster
Jie Li, AHIP, Ellen Sayed, AHIP, and Judy F. Burnham, AHIP

156: The Jefferson Digital Commons: Starting an Institutional Repository at an Academic Health Sciences Library
Daniel G. Kipnis and Ann Koopman

158: Does Submitting Non-traditional Scholarly Content to an Institutional Repository Provide Academic Value to the Submitters: A Study at the University of New Mexico
Holly Phillips, AHIP, and Philip Kroth

160: Open Journal Systems Bridge the Publication Gap
Nancy T. Lombardo, Allyson Mower, Jeanne M. Le Ber,

Stephen A. Mossbarger, and Julie Quilter

166: Gangplank or Bridge: Providing New Librarians Pathways to Success
Rick Wallace, AHIP, and Nakia J. Carter, AHIP

168: Using a Case-based Approach to Illustrate the Process of Addressing Complex Information Challenges in the Health Sciences
Rebecca Jerome, Rachel Walden, Taneya Koonce, Nila Sathe, and Nunzia Giuse, AHIP, FMLA

170: The BIG: A Collaborative Librarian Group
Jean Song, Marci Brandenburg, Marisa Conte, and Merle Rosenzweig

172: Connecting the Dots: An Analysis of Search Strategy Reporting in Meta-analyses
Shari Clifton, AHIP, Betsy Tonn, Michael Coffman, Wyatt Ditzler, Mark Hopkins, and Jeffrey Richards

174: The *Desk Set* Fifty Years Later
Susan Fowler and Misty Carney

Poster Session #2: Monday, May 19, 3:30 p.m.–4:30 p.m. 📍 Hall of Exhibits

1: Spanning Gaps in Information Services and Resources to Medical Residents
Rick Wallace, AHIP

3: Weed It and They Will Come: The Nitty Gritty of Assessing, Weeding, and Rebuilding a Physical Book Collection
Adriana Yoshii, AHIP, Kathleen Moeller, AHIP, FMLA, and I. Marina Salcedo

5: The Development of the Medical Library Consortia in Taiwan
Tzu-heng Chiu, Huei-chu Chang, Josephine Yu-Tzuon Chuo, Yu-Hsiang Hu, and Peng Kao

7: Point-of-Care Resource Evaluation: Connecting the Library with User Needs
Karen Stanley Grigg, Richard A. Peterson, AHIP, Connie Schardt, AHIP, and Patricia L. Thibodeau, AHIP, FMLA

9: Presenting the University of California–San Francisco Japanese Woodblock Print Collection on the Web
Lisa A. Mix, Leslie Kleinberg, and Julia Kochi

11: OSTMED.DR: Building a Bridge from Citation to Full Text
Elaine G. Powers

13: Incorporating Library Instruction and Resources into the University's Writing Program for Undergraduates
Anne Linton, AHIP, and Alexandra Gomes, AHIP

15: Teaching First-year Medical Students Where to Go First: Connecting Information Needs to E-resources
Elizabeth Whipple, Margaret (Peggy) Richwine, and Frances Brahmi, AHIP

17: Developing an RSS Current Awareness Service
Allan R. Barclay, AHIP, Rebecca J. Holz, Christopher Hooper-Lane, AHIP, Stephen M. Johnson, Andrew Osmond, and Erika Sevetson

19: Ebling Library's Role in the Development, Launch, and Growth of the Innovations in a Medical Education Video Library and Digital Portal
Ann M. Combs, Andrew J. Osmond, and Allan R. Barclay, AHIP

21: Assessing the Impact of National Library of Medicine-funded Grant Initiatives on the University's "Information Workspace"
Laura P. Barrett, AHIP, Jeanette de Richemond, Cecilia S. Gal, Paul B. Kantor, and Catherine L. Smith

23: Bridging the Gaps in Access: Merging Two Library Catalogs into One
Robin Sewell, Mary Holcomb, and Joan B. Schlimgen

25: Virtual Reference: Chat With Us!
Mariana Lapidus and Irena Dryankova-Bond

27: If We Build It, Will They Use It? Surveying Users to Improve Cross-cultural Health Care Information Services and Digital Library Design
Anne G. Turner and Jennie A. Abrahamson

29: An Exploratory Study of Patient Online Search Behavior
Jason Howell, Andrea J. Melnikas, Qian Gao, Shing Lai Cheng, and Stan Kachnowski

31: From Tox Town's Neighborhoods to a Virtual World: Representing Environmental Health Concerns in Second Life
Cynthia B. Love, Victor H. Cid, Laura Bartlett, and Judy Kramer

33: Habits for Lifelong Learning: Core Competencies in Hospital Medicine for Physician Assistants
Anne Fladger, AHIP, Sylvia McKean, and Deborah Yolins-Raley

35: Interdisciplinary Clinical Team Experience: Bridging the Education Gap
Joan M. Stoddart, AHIP, Nancy T. Lombardo, and Wendy Hughes

37: Using Pretests and Posttests to Assess Database Searching Instruction
Danielle M. Carlock, AHIP, and Jonna Anderson

39: An Emerging Alliance: Librarians Collaborating with Colleagues in Medical and Health Care Education
Julia Sollenberger, AHIP, FMLA, Lauren Maggio, and Erika L. Sevetson

41: Repairing the Bridge: Assessing Critical Information Skill Deficiencies in Medical Residents

Rick Wallace, AHIP

43: The Culture of Medicine and Nursing: Implications for Information Literacy Training

Elena Prigoda, Liz Bayley, and Doug Suarez

45: PDAs and First-year Medical Students

Annis Lee Adams, Virginia M. Tanji, and Joshua L. Jacobs

47: Integrating Evidence-based Practice and Library Research Skills into the Physical Therapy Curriculum

Clista Clanton, AHIP

49: Making Connections: In-person Hands-on Training Across the United States

Janice Kaplan, Joseph Nicholson, Eva Daniels, Vijay Nandi, Sharon A. Brown, and Maureen K. Czujak

51: An Eight-module Information Skills Curriculum to Support Accreditation Council for Graduate Medical Education (ACGME) Competencies

Doreen R. Bradley, Gurpreet K. Rana, Monica Lyson, and Stanley Hamstra

53: Enhancing Faculty Information Skills

Doreen R. Bradley, Gurpreet K. Rana, and Patricia M. Redman

55: How Do Users Formulate Their Queries? A Morpho-syntactic Analysis

Nicolas A. Fairon

57: Turning the User into the Builder: Implementing a Wiki for Clinical Research

Sarmad Nazemi and Paul Fearn

59: A Most Convenient Truce: Teaming up with Environmental Medicine to "Green" Our Library Survivor Tour

Angela V. Dixon and Marilyn Rosen

61: Health Literacy Education Initiative (HLEI): Improving Patient Health Literacy While Enhancing Physician Assistant Patient Education Skills

Lisa Smith and Patti Pagels

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PARLIAMENTARY AUTHORITY

Article XIII of the 2005 revised bylaws of the Medical Library Association provides that rules in the current edition of *Robert's Rules of Order Newly Revised* shall govern the association in all cases where they are applicable and in which they are not inconsistent with the bylaws of the association.

RULES OF THE ASSEMBLY

The following rules govern the conduct of MLA business meetings.

The Floor

When addressing the chair, the person desiring recognition moves to a microphone and gives proper identification, including name and institution, as well as city and state or province. Only MLA members are permitted to speak on the floor of the assembly.

Motions and Resolutions

Main motions (those introducing new business) may be brought to the assembly only if written copies have been distributed at least twenty-four hours before the meeting to each Voting Member present or by unanimous consent of Voting Members present. Resolutions are motions presented formally.

Debate

Debate is limited to two minutes for each speaker; no speaker may have the floor twice on the same question until all who wish to speak have spoken. Members speaking a second time are limited to one minute.

Quorum

A quorum of 250 Voting Members is required for the transaction of business. For purposes of determining a quorum, a person eligible to cast 2 votes is counted as 2 Voting Members.

Voting

To facilitate the counting of votes, voting paddles are provided to all eligible voters attending the annual meeting. Voting paddles are color-coded to distinguish between Institutional and Regular Members. General consent may be used as a method of voting, if there is no objection. Any of the foregoing rules may be suspended by a two-thirds vote.

UNDERSTANDING MOTIONS

Motions are classified according to their purposes and characteristics.

Main Motions

An original main motion brings a new substantive question before the assembly for consideration and action. An incidental main motion relates to other business of the assembly or its past or future action. Incidental main motions include motions to amend something previously adopted and to rescind.

Subsidiary Motions

These motions may alter the main motion and are related to it.

- Lay on the table (a temporary delay)
- Previous question (to stop debate)
- Limit or extend debate
- Postpone to a certain time
- Commit or refer to a committee
- Amend
- Postpone indefinitely (to kill)

Privileged Motions

These motions have no direct connection to the main motion. They are the highest-ranking motions and are designed to take care of emergencies that arise in the assembly.

- Fix the time at which to adjourn—set an adjourned meeting
- Adjourn
- Recess
- Question of privilege
- Call for the orders of the day

Incidental Motions

These motions arise only incidentally out of business before the assembly. Most of these motions are not debatable and are handled as soon as they arise. Some incidental motions are:

- Appeal from the decision of the chair
- Consider seriatim (consideration by paragraph)
- Division of the question
- Parliamentary inquiry
- Point of information
- Point of order
- Suspend the rules
- Withdraw a motion

Motions that Bring a Question before the Assembly Again

- Take from the table
- Reconsider
- Rescind or amend something previously adopted

PRECEDENCE OF MOTIONS

Precedence sets the priority of motions and the order in which they must be proposed and considered. Subsidiary and privileged motions are ranked in this descending order:

- Fix the time at which to adjourn (highest ranking)
- Adjourn
- Recess
- Question of privilege
- Call for the orders of the day
- Lay on the table
- Previous question
- Limit or extend debate
- Postpone to a certain time
- Commit or refer
- Amend
- Postpone indefinitely
- Main motion

Only those motions that are higher in rank than the pending motion are in order and may be made. For example, when the main motion and the motion to commit are pending, only motions of higher rank than "commit" may be made.

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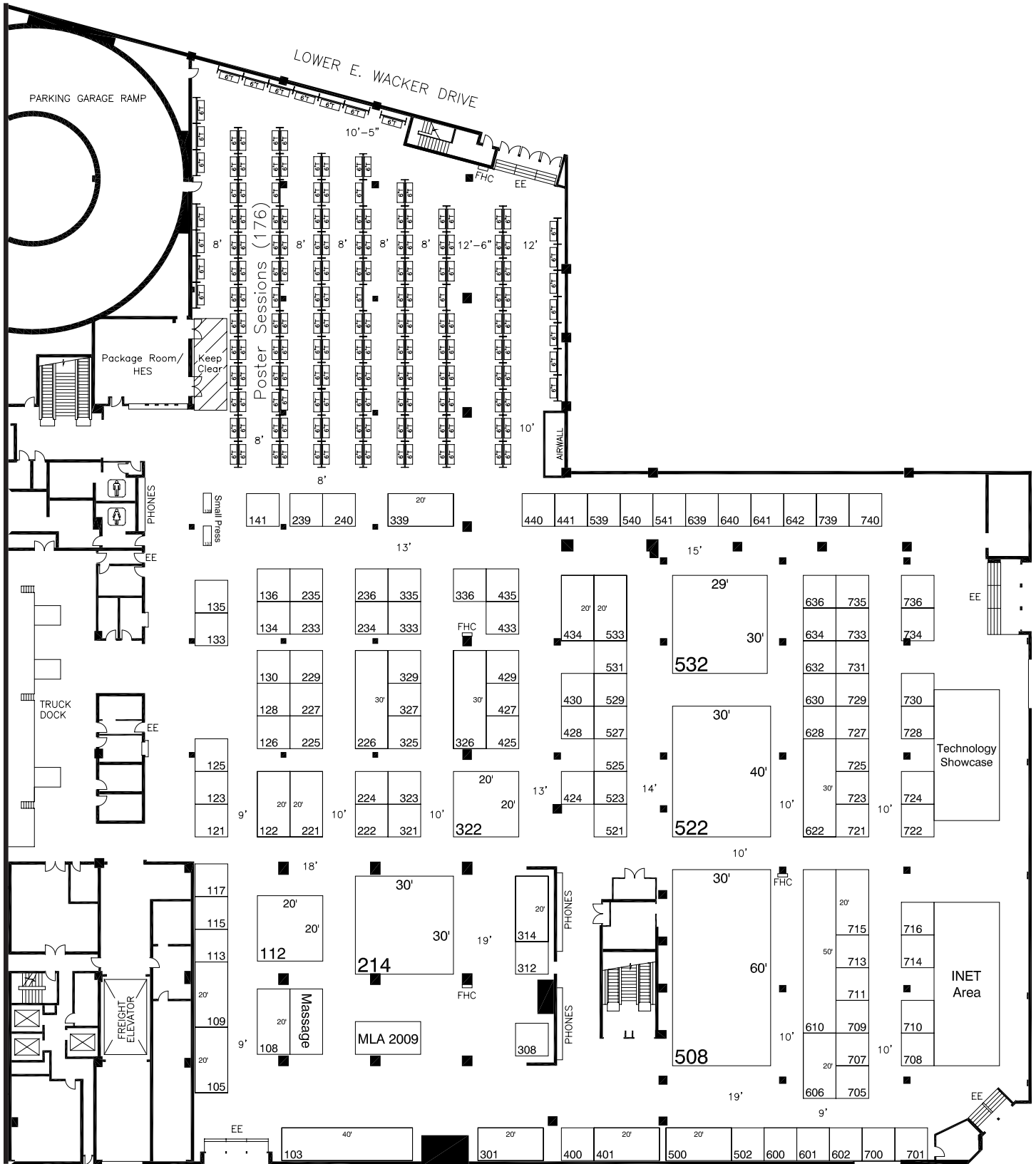
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- 26** Acapulco
West Tower, Gold Level
- 1** Addams
West Tower, Silver Level
- 26** Atlanta
West Tower, Gold Level
- 8** Bell Desk
East Tower, Blue Level
- 7** BIG Bar
East Tower, Blue Level
- 20** Buckingham
West Tower, Bronze Level
- 1** Burnham
West Tower, Silver Level
- 19** Business Center
East Tower, Bronze Level
- 20** Columbian
West Tower, Bronze Level
- 21** Columbus Hall (Rooms A-L)
East Tower, Gold Level
- 20** Comiskey
West Tower, Bronze Level
- 3** Concierge
East Tower, Blue Level
- 16** Crystal Ballroom
West Tower, Green Level
- 6** DaddyO's Pub and Piano Bar
West Tower, Blue Level
- 1** DuSable
West Tower, Silver Level
- 15** East Tower Main Entrance
East Tower, Green Level
- 24** East Tower Parking
East Tower, Gold Level
- 1** Field
West Tower, Silver Level
- 18** Fitness Center
East Tower, Bronze Level
- 4** Front Desk
East Tower, Blue Level
- 14** Gift Shop
East Tower, Green Level
- 20** Gold Coast
West Tower, Bronze Level
- 4** Gold Passport
East Tower, Blue Level
- 23** Grand Ballroom
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- 22** Grand Ballroom, Registration
East Tower, Gold Level
- 25** Grand Suites
East Tower, Gold Level
- 20** Haymarket
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- 26** Hong Kong
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- 1** Horner
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- 13** J's Express
East Tower, Green Level
- 1** McCormick
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- 26** New Orleans
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- 1** Ogden
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- 29** Package Pick-up
East Tower, Purple Level
- 20** Picasso
West Tower, Bronze Level
- 11** Plaza Ballroom
East Tower, Green Level
- 5** Pronto Mama's Italian Kitchen
West Tower, Blue Level
- 27** Regency Ballroom
West Tower, Gold Level
- 28** Riverside Center
East Tower, Purple Level
- 17** Sales, Catering & Convention Services Departments
East Tower, Bronze Level
- 26** San Francisco
West Tower, Gold Level
- 1** Sandburg
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- 2** Skyway Conference Center
East Tower, Blue Level
- 20** Soldier Field
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- 30** Stetson Conference Center
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- 10** Stetson's Chop House & Bar
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- 26** Toronto
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- 9** Truffles
West Tower, Blue Level
- 20** Water Tower
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- 31** West Tower Parking
West Tower, Purple Level
- 1** Wright
West Tower, Silver Level
- 20** Wrigley
West Tower, Bronze Level



Blue Level

- Front Desk
- Skyway Conference Center
- BIG Bar

Green Level

- Lobby
- Restaurants

Bronze Level

- Business Center
- Fitness Center
- Hyatt Human Resource Dept.

Gold Level

- Grand Ballroom
- Columbus Hall
- Grand Suites
- East Tower Parking

Crossing Between Towers

Cross between towers via the Skyway on the Blue Level or the Concourse on the Bronze Level. You may also cross on the Green Level via the crosswalk on Stetson Avenue.

Purple Level

- Riverside Center
- Guest Package Pick-up

Silver Level

- Third Floor Meeting Rooms/Founders Suites

Blue Level

- Pronto Mama's Italian Kitchen
- DaddyO's Pub and Piano Bar
- Truffles

Green Level

- Crystal Ballroom

Bronze Level

- West Tower Meeting Rooms

Gold Level

- Regency Ballroom
- International & City Suites

Purple Level

- Stetson Conference Center
- West Tower Parking

Escalators/Elevators

Escalators between floors are indicated in gray. Elevators are conveniently located throughout the hotel for guests with disabilities or where no escalator is present.