



Reflect & Connect

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MLA Annual Meeting and Exhibition

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Preliminary Program

Register by April 21 and save!



The 2010 National Program Committee (NPC) extends a hearty welcome and invites you to attend MLA '10, "Reflect & Connect," in Washington, DC, May 21–26, 2010. MLA '10 offers opportunities for you to reconnect with friends and colleagues in order to compare notes and ideas about building relationships with your communities, identifying information needs, and developing innovative means of meeting those needs.

For the first time, the 2010 NPC has selected a common book, Daniel H. Pink's *A Whole New Mind: Why Right-Brainers Will Rule the Future*, for attendees to read and discuss—before, during, and after the meeting. Pink will also be our keynote speaker and John P. McGovern lecturer. Visit the MLA '10 site on MLANET for a sneak preview of his presentation. During his lecture, Pink will lead us through an activity designed to help us discover a different way of working better. Immediately after the lecture, join your colleagues in a discussion of the book, with an opportunity to ask the author for more information. Later in the summer, attendees can join Pink on the web for an opportunity to reflect and connect about actions taken as a result of participating in the session or reading the book. Whether or not you agree with us that Pink convincingly makes the case that right-brainers are needed more than ever in the current economy, it should prove to be an entertaining learning experience.

MLA '10 will also make use of cutting-edge technologies to enhance meeting attendees' experiences and to allow members who are unable to attend in person to participate in the discussions and make connections. Both meeting attendees and those who register for the web portal will have early access to abstracts and the ability to participate in the summer web session. Official bloggers and videographers will keep you in the loop.

Another new feature is "lightning talks" for posters. Grouped by topic, presenters will share their posters in five minutes (or less) and be available to answer questions.

The urban setting of Washington, DC, provides numerous opportunities to connect with your legislators, your colleagues, and your friends as well as to reflect on the events of the meeting. Consider attending a legislative briefing and visiting your representatives. Enroll in a continuing education class and build a new skill set. Join your colleagues at the Section Shuffle. The Local Assistance Committee will be sharing more information about the locale and activities to pique your interest.



Whether you take the time to express an opinion based on reflection, pause to think quietly and calmly, or establish a connection with your colleagues, MLA '10 promises to have something for everyone. Join your friends (old and new) at the newly renovated Hilton Washington for a monumental experience!

"MLA '10 will also make use of cutting-edge technologies to enhance meeting attendees' experiences and to allow members who are unable to attend in person to participate in the discussions and make connections."

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—Terry Ann Jankowski, AHIP, and Sarah McCord, AHIP,
Cochairs, 2010 National Program Committee

Time	Friday, May 21	Saturday, May 22	Sunday, May 23	Monday, May 24	Tuesday, May 25	Wednesday, May 26		
6:30 a.m.			<ul style="list-style-type: none"> • Majors Walk 6:30 a.m. 					
7 a.m.			<ul style="list-style-type: none"> • Sunrise Seminars 7–8:15 a.m. • New Members Breakfast 7–9 a.m. • Committee, Business, SIG, Informal Meetings 7:30–9 a.m. 	<ul style="list-style-type: none"> • Sunrise Seminars 7–8:15 a.m. • Committee, Business, SIG, Informal Meetings 7:30–9 a.m. • Orientation for Capitol Hill Day 8–9 a.m. 	<ul style="list-style-type: none"> • Sunrise Seminars 7–8:15 a.m. • Committee, Business, SIG, Informal Meetings 7:30–9 a.m. 	<ul style="list-style-type: none"> • Sunrise Seminars 7–8:15 a.m. • Committee, Business, SIG, Informal Meetings 7:30–9 a.m. 		
7:30 a.m.								
8 a.m.	<ul style="list-style-type: none"> • CE 8 a.m.–5 p.m. 	<ul style="list-style-type: none"> • CE 8 a.m.–5 p.m. 						
8:30 a.m.								
9 a.m.	<ul style="list-style-type: none"> • MLA Board 9 a.m.–5 p.m. (Continued from Thursday Board Meeting) 	<ul style="list-style-type: none"> • Committee, Council Meetings 8 a.m.–4 p.m. 	<ul style="list-style-type: none"> • Welcome, Presidential Address 9–10 a.m. 	<ul style="list-style-type: none"> • Janet Doe Lecture 9–10 a.m. 	<ul style="list-style-type: none"> • NLM Update 9–10 a.m. • Exhibits Open 9 a.m.–3 p.m. 			
9:30 a.m.							<ul style="list-style-type: none"> • Section Program 4 9–10:30 a.m. 	
10 a.m.					<ul style="list-style-type: none"> • Break 10–10:30 a.m. 	<ul style="list-style-type: none"> • Break 10–10:30 a.m. • Exhibits Open 10 a.m.–noon and 1:15–5 p.m. 	<ul style="list-style-type: none"> • Break in Exhibits 10–10:30 a.m. 	
10:30 a.m.					<ul style="list-style-type: none"> • McGovern Lecture 10:30 a.m.–noon 	<ul style="list-style-type: none"> • MLA Business Meeting 10:30 a.m.–noon 	<ul style="list-style-type: none"> • Presidential Inaugural Address, MLA '11 Invitation 10:30–11:30 a.m. 	<ul style="list-style-type: none"> • NPC Programming: "Putting it All Together—Reflecting on MLA '10 and Connecting What You Have Learned with Your Daily Work" 10:30 a.m.–noon
11 a.m.					<ul style="list-style-type: none"> • Book Discussion noon–12:30 p.m. • Exhibits Open noon–5 p.m. 	<ul style="list-style-type: none"> • Awards Ceremony noon–1:30 p.m. 	<ul style="list-style-type: none"> • Chapter Council Presents Chapter Sharing Roundtables 11:30 a.m.–1:30 p.m. 	
11:30 a.m.					<ul style="list-style-type: none"> • Lunch on own and connect with exhibitors 12:30–1:30 p.m. 	<ul style="list-style-type: none"> • AHIP Q & A Session 1:30 - 2:30 p.m. • Break "Connect with Exhibitors" 1:30–2:30 p.m. 		<ul style="list-style-type: none"> • MLA Board 12:15–1:15 p.m.
noon					<ul style="list-style-type: none"> • Open Forums 1:30–2:30 p.m. 		<ul style="list-style-type: none"> • Break 1:30–2 p.m. 	
12:30 p.m.						<ul style="list-style-type: none"> • Legislative Update 2:30–3:30 p.m. 	<ul style="list-style-type: none"> • Section Program 3 2–3:30 p.m. • Capitol Hill Day 2–5 p.m. 	<ul style="list-style-type: none"> • CE 1:30–5 p.m. • Leiter Lecture at NLM (MLA attendees welcome) 2 p.m.
1 p.m.				<ul style="list-style-type: none"> • Section Program 1 2:45–4:15 p.m. 	<ul style="list-style-type: none"> • Section Program 2 2:30–4 p.m. 	<ul style="list-style-type: none"> • Section, SIG, Informal Meetings Poster Session 3 3:30–5 p.m. 		
1:30 p.m.				<ul style="list-style-type: none"> • Leaders Orientation 3–5 p.m. 	<ul style="list-style-type: none"> • Informal Meetings 4–5 p.m. 			
2 p.m.		<ul style="list-style-type: none"> • Break 5–5:30 p.m. 	<ul style="list-style-type: none"> • Poster/5-minute Lightning Presentations 1 4:30–6 p.m. 	<ul style="list-style-type: none"> • Poster/5-minute Lightning Presentations 2 4:15–5:45 p.m. 				
2:30 p.m.			<ul style="list-style-type: none"> • Library School Reunion • International Visitors Receptions 6–7 p.m. • Hospital Libraries Section 6–7:30 p.m. 		<ul style="list-style-type: none"> • Section Shuffle 5–6 p.m. 			
3 p.m.								
3:30 p.m.			<ul style="list-style-type: none"> • Friends of NLM 7–9 p.m. 		<ul style="list-style-type: none"> • Meeting Celebration 7–10 p.m. 			
4 p.m.								
4:30 p.m.								
5 p.m.								
5:30 p.m.								
6 p.m.		<ul style="list-style-type: none"> • Welcome Reception and Opening of Hall of Exhibits 5:30–7:30 p.m. 						
7 p.m.								
7:30 p.m.								
9 p.m.								
10 p.m.								



Sunday, May 23, 10:30 a.m.–noon

John P. McGovern Award Lecturer: Daniel H. Pink

Sponsored by EBSCO Information Services

Daniel H. Pink has been described as having the mind of an entrepreneur and the heart of a storyteller. Using these qualities, he delivers an entertaining and educational presentation that reviews the six essential abilities we need for personal fulfillment and professional success in our ever-changing and challenging work environments.

Pink is the author of four provocative, bestselling books on the changing world of work. In his latest book, *Drive: The Surprising Truth About What Motivates Us*, Pink shows us that the secret to high performance and satisfaction in today's world is the deeply human need to direct our own lives, to learn and create new things, and to do better by ourselves and our world.

In *A Whole New Mind: Why Right-Brainers Will Rule the Future* (MLA '10's common book), Pink charts the rise of right-brain thinking in modern economies and describes

tion and the new workplace.

A free agent himself, Pink held his last real job in the White House, where he served from 1995 to 1997 as chief speechwriter to Vice President Al Gore. He also worked as an aide to US Labor Secretary Robert Reich and in other positions in politics and government.

He received a bachelor of arts, with honors, from Northwestern University, where he was elected to Phi Beta Kappa, and a law degree from Yale Law School. To his lasting joy, he has never practiced law.

Pink lives in Washington, DC, with his wife and their three children.

Daniel Pink will autograph his books at the EBSCO booth, on Sunday, May 23, 12:30 p.m.–1:30 p.m.

the six abilities individuals and organizations must master in an outsourced, automated age. Pink's *The Adventures of Johnny Bunko: The Last Career Guide You'll Ever Need* is the first American business book in the Japanese comic format known as manga. His first book, *Free Agent Nation: The Future of Working for Yourself*, was a *Washington Post* bestseller that *Publishers Weekly* says, "has become a cornerstone of employee-management relations."

Pink's articles on business and technology appear in many publications, including the *New York Times*, *Harvard Business Review*, *Fast Company*, and *Wired*, where he is a contributing editor. He has provided analysis of business trends on CNN, CNBC, ABC, NPR, and other networks in the United States and abroad. He also lectures to corporations, associations, and universities around the world on economic transforma-



Monday, May 24, 9:00 a.m.–10:00 a.m.

Janet Doe Lecturer: Ana D. Cleveland

"Miles to Go Before We Sleep: Education, Technology, and the Changing Paradigms in Health Information"

The Janet Doe Lecturer is chosen for his or her unique perspective on the history or philosophy of medical librarianship. Ana Diviñó Cleveland, regents professor and director, Health Informatics and Houston Programs, Department of Library and Information Sciences, College of Information, University of North Texas–Denton, is an internationally recognized educator in the fields of medical librarianship and health informatics. She has held faculty appointments in the Department of Family Medicine and the School of Public Health, University of North Texas Health Science Center–Denton.

After earning a bachelor's degree in mathematics from the University of Texas–Austin, she attended Case Western Reserve University, where she obtained a master's degree and doctorate in information science with funding from the National Library of Medicine. Her educational experiences at Case Western Reserve University shaped her forward-thinking approach to the profession.

One of the most rewarding aspects of her career has been the education and mentoring of future health information professionals. Cleveland is well regarded for her innova-

tion in curricula development. In 2000, she received the Lucretia W. McClure Excellence in Education Award from MLA, and in 2010, she was given the Award for Teaching Excellence in the Field of Library and Information Science Education by the Association for Library and Information Science Education (ALISE). At the regional level, she was named Librarian of the Year in 2007 by the South Central Chapter.

Cleveland has coauthored two textbooks with Don Cleveland: *Introduction to Indexing and Abstracting* and

most recently, *Health Informatics for Medical Librarians*. Her publications are in the areas of information retrieval, information-seeking behaviors of special populations, and information technology. She has received numerous grants in areas related to health informatics and has served as a consultant, internationally and nationally, to a wide range of health-related agencies.

An active member of MLA, Cleveland serves as the chair of the Medical Library Education Section, and she previously chaired the Research Section. She also served on the *Journal of the Medical Library Association* Editorial Board, Donald A. B. Lindberg Research Fellowship Jury, and Rittenhouse Award Jury, among others.

She has a strong passion and commitment to developing health communities, and this has led her to appointment to the Texas Radiation Advisory Board.

A native of Cuba, she has been recognized as an outstanding Hispanic role model, and in 2008, she was featured by the newspaper *Al Día* as a leader in the Hispanic community.

Wednesday, May 26, 2:00 p.m.

Joseph Leiter Lecturer: John D. Halamka

National Library of Medicine, Lister Hill Auditorium
 MLA '10 attendees are welcome.

John D. Halamka is the chief information officer of Beth Israel Deaconess Medical Center, chief information officer at Harvard Medical School, chairman of the New England Healthcare Exchange Network (NEHEN), chair of the US Healthcare Information Technology Standards Panel (HIT-SP)/co-chair of the HIT Standards Committee, and a practicing emergency physician. Halamka will address the National Library of Medicine's role in advancing health care information technology in the future.



MLA '10 SPONSORS

Washington, DC, is a city of monuments. The names of three prominent monuments are used to designate sponsor levels. MLA is grateful for the generous support of the following meeting sponsors.



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JEFFERSON MEMORIAL

American Medical Association
 CyberTools for Libraries
New England Journal of Medicine
 Rittenhouse Book Distributors
 Wolters Kluwer Health | Ovid

Please consult the schedule on page 5 for an overview of the meeting. Dates and times of MLA unit meetings are published on the MLA '10 website. For updates, go to www.mlanet.org/am/am2010/.

Saturday, May 22

Welcome Reception and Opening of the Hall of Exhibits

5:30 p.m.–7:30 p.m.

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

Sunday, May 23

New Members/First-time Attendees Breakfast

7:00 a.m.–9:00 a.m.

Ticketed event, see the registration form.

Open Forums

1:30 p.m.–2:30 p.m.

Informal Publication Methods

A discussion of the connection between informal (blogging, tweeting, etc.) and more formal publication methods and their respective roles in the association.

Interviewing Tips and Techniques/Branding

Presenter: Sharon Armstrong, Sharon Armstrong and Associates, HR Consultant, Trainer, and Career Counselor, Washington, DC

This open forum will focus on strategies for succeeding in interviews and making it to the final candidate list in a tough market. Half of the session will discuss personal branding: how to present yourself in the best light.

International Visitors Reception

Sponsored by the New England Journal of Medicine

6:00 p.m.–7:00 p.m.

For International Cooperation Section members and international attendees.

Library School Reunion

6:00 p.m.–7:00 p.m.

Open to library school alumni. No registration required.

Hospital Libraries Section Business Meeting and Connection Reception

6:00 p.m.–7:30 p.m.

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

The Friends of the National Library of Medicine Annual MLA Reception

7:00 p.m.–9:00 p.m.

Dumbarton House, 2715 Q Street, NW, Washington, DC 20007

Ticket required. Price: \$60, includes a 1-year FNLM membership. Purchase tickets on the MLA registration form.

Described as “one of the very finest and most beautiful houses in the United States” by architectural historian Fiske Kimball, Dumbarton House has stood on the heights of Georgetown for over two centuries. Built during the tumultuous presidencies of John Adams and Thomas Jefferson, the house has been restored to show it as it might have appeared during the time of its first resident, Joseph Nourse, who served as register of the US Treasury for the first six presidents of the United States. The Friends of the National Library of Medicine (FNLM) invite you to this beautiful museum to network with guests from the National Library of Medicine and to learn more about our programs.

Dumbarton House is located in Georgetown, within walking distance of the Hilton Washington, less than a mile through neighborhoods with embassies and traditional DC architecture.

FNLM is dedicated to promoting, publicizing, and supporting the National Library of Medicine and its functions. FNLM supports a large variety of activities, including publications, awards and recognition initiatives, traveling exhibitions, and annual conferences.

Monday, May 24

Awards Ceremony and Luncheon

noon–1:30 p.m.

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

Academy of Health Information Professionals Q & A Session

1:30 p.m.–2:30 p.m.

Tuesday, May 25

Chapter Council Presents Chapter Sharing Roundtables

11:30 a.m.–1:30 p.m.

Optional ticketed event. You must register in advance. There will be no onsite registration. A lunch ticket is required to participate in a discussion and costs \$54. Register by topic code number. Registrations without a topic number will not be processed.

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

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

Topics for 2010 roundtables (annotations are linked from www.chaptercouncil.mlanet.org):

1. Career and Leadership Development
2. Chapter Meeting Programming
3. Clinical Decision Making Tools (Up-to-Date, MD Consult, and others)
4. Consumer Health Librarians and Libraries
5. Copyright Issues
6. Digital Preservation
7. Economic Survival in Libraries
8. Electronic Medical Records: Role of the Library
9. Evidence-based Nursing
10. Expert Searching

- | | |
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| 11. How to Stay Current with New Technologies | 21. Mobile Technologies for Medical Libraries |
| 12. Influencing Decision Makers | 22. Negotiating License Agreements |
| 13. Integrating You or the Library into the Curriculum | 23. New and Emerging Roles for Medical Librarians |
| 14. Issues in Chapter Leadership | 24. Outreach |
| 15. Issues in Hospital Librarianship | 25. Recruiting |
| 16. Liaisons Stepping Out of the Library | 26. Research for Librarians |
| 17. Librarian as a Consultant | 27. Searching the Gray Literature |
| 18. Management of E-resources | 28. Social Networking for Medical Libraries |
| 19. Marketing Library Services | 29. Teaching Evidence-based Medicine |
| 20. Measuring Success and Return on Investment and Showing the Value of Your Library | 30. Using New Technologies and Instructional Design for Teaching |

Capitol Hill Day

2:00 p.m.–5:00 p.m.

Attendees are encouraged to participate in Capitol Hill Day to educate and communicate with members of Congress and their staffs. An orientation session will be held Monday, May 24, from 8:00 a.m.–9:00 a.m. Updates on this event and background information will be distributed through MLA-FOCUS, the *MLA News*, and the MLA '10 website. Contact Mary M. Langman at 312.419.9094 x27 or langman@mlahq.org for additional information.

Section Shuffle

5:00 p.m.–6:00 p.m.

Sponsored by Rittenhouse Book Distributors

Connect with MLA's twenty-three sections at the second Section Shuffle. Refreshments will be provided. All MLA members are welcome. No advance signup required.

Meeting Celebration

7:00 p.m.–10:00 p.m.

Ticketed Event. One ticket to the reception is included with Package A.

Purchase additional tickets on the registration form.

Join us for time to reflect and connect with your old and new friends at the MLA Meeting Celebration. Come early to chat with your colleagues over food and drinks. Stay later to enjoy a political satire show by a local group of performers.

Colleague Connection

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

Job Placement Center Hours

Sunday, May 23	10:00 a.m.–5:00 p.m.
Monday, May 24	9:00 a.m.–11:30 a.m. and 1:30 p.m.–5:00 p.m.
Tuesday, May 25	9:00 a.m.–noon and 1:30 p.m.–5:00 p.m.
Wednesday May 26	9:00 a.m.–2:00 p.m.

Job Placement Center

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

Individual job seekers and employers must register with the Job Placement Center by completing the forms available at www.mlanet.org/am/am2010/, calling 312.419.9094 x13, or emailing mlams2@mlahq.org (please use "Job Placement Center" in subject line).

All forms will be accepted whether or not you are able to attend MLA '10. Employers are assessed fees for participating; there is no fee for job seekers.

The deadline for all forms is May 14, 2010. After May 14, 2010, please bring all forms to the placement center.

In addition to the onsite Job Placement Center, employers can post job opportunities on the MLA '10 website for \$100 for 2 months. Details are available on the MLA '10 site.

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

MLA Personalized Resume Clinic

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

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

The resume clinic is available during the MLA Job Placement Center hours, on Sunday, May 23, and Monday, May 24.

If you would like to send your information in advance of your arrival, please send it to mlams2@mlahq.org, or you can bring it with you.

Drop-ins are welcome. You *must* attend MLA '10 to use this service. If you cannot attend the meeting and wish to have your resume reviewed, you can find a mentor at www.mlanet.org/mentor/.

New Members/First-time Attendees Breakfast

Is this your first MLA annual meeting? Would you like to meet the Board of Directors and the section and chapter leadership? Then join the Membership Committee for its annual New Members/First-time Attendees Breakfast.

This ticketed event will be held on Sunday, May 23, from 7:00 a.m.–9:00 a.m.

To receive a free ticket to this event, please check the box on the registration form.

MLA '10 Meetings and Exhibit Hall Location

Hilton Washington: 1919 Connecticut Avenue NW, Washington, DC 20009

Exhibit hours:

Saturday, May 22	Opening of Exhibits: 5:30 p.m.–7:30 p.m.
Sunday, May 23	noon –5:00 p.m.
Monday, May 24	10:00 a.m.–noon and 1:15 p.m.–5:00 p.m.
Tuesday, May 25	9:00 a.m.–3:00 p.m.

Exhibitors (As of November 4, 2009)

To exhibit at MLA '10, contact Dawn Murray, Hall-Erickson, at 630.929.7971; email, mla@heixpo.com.

- American Academy of Orthopaedic Surgeons
- American Association for the Advancement of Science
- American Medical Association
- American Physiological Society
- American Psychiatric Publishing
- American Psychological Association
- American Society of Mechanical Engineers
- Annals of Internal Medicine
- Annual Reviews
- Basch Subscriptions
- BMJ Group
- CABI
- Cambridge University Press
- CyberTools for Libraries
- EBSCO Information Services
- Elsevier
- EOS International
- Epocrates
- Exam Master
- F1000
- Future Science Group
- Gale, a part of Cengage Learning
- GeneGo
- Graduate Education Foundation
- HARRASSOWITZ Booksellers and Subscription Agents
- Informa Healthcare
- Journal of Bone and Joint Surgery (Br)*
- Karger Publishers
- Lexi-Comp
- Logical Images
- Majors/YBP Library Services
- Mary Ann Liebert Publishers
- Matthews Medical & Scientific Books
- McGraw-Hill
- The Medical Letter
- National Library of Medicine
- National Reference Center for Bioethics Literature
- Natural Standard
- Neal-Schuman Publishers
- New England Journal of Medicine*
- Pharmaceutical Press
- Proceedings of the National Academy of Sciences*
- ProQuest
- Public Library of Science
- The Reference Shelf
- RefWorks-COS
- Rittenhouse Book Distributors
- Royal Society of Medicine Press
- SAGE Publications
- Scholarly Publisher's Collaborative Network
- Serials Solutions
- Softlink America
- Springer
- STAT!Ref
- Swets
- SydneyPLUS International
- TDNet
- Thieme Medical Publishers
- Thomson Reuters (Healthcare)
- Thomson Reuters Healthcare and Science
- Touch of Life Technologies
- UpToDate
- Wiley-Blackwell
- Wolper Subscription Services
- Wolters Kluwer Health | Ovid

Internet Café

Sponsored by Elsevier

Saturday, May 22–Wednesday, May 26

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

5-minute Lightning Presentations

- Sunday, May 23** 4:30 p.m.–6:00 p.m.
- Monday, May 24** 4:00 p.m.–5:30 p.m.

New this year! Lightning poster presentations are five-minute talks given by your peers. They are a great way to showcase new ideas, ask questions, or rant on a topic. Lightning poster presentations will be grouped by topic, and an opportunity for questions and answers will follow all the presentations in a group.

Poster Sessions

- Sunday, May 23** 4:30 p.m.–6:00 p.m.
- Monday, May 24** 4:00 p.m.–5:30 p.m.
- Tuesday, May 25** 3:30 p.m.–5:00 p.m.

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

Technology Showcase*Hall of Exhibits hours*

A theater-style setting is open for exhibitor presentations of the latest technologies. Running throughout the day, these sessions are an opportunity for attendees to get a first look at new technology.

Informal Meetings Notice

Sunday, May 23
Monday, May 24

7:30 a.m.–9:00 a.m.**7:30 a.m.–9:00 a.m.****4:00 p.m.–5:00 p.m.****Tuesday, May 25****7:30 a.m.–9:00 a.m.****3:30 p.m.–5:00 p.m.****Wednesday, May 26****7:30 a.m.–9:00 a.m.**

Note: If you are an affiliate, non-MLA group, exhibitor, or commercial group, you will be charged for reserving informal meeting space. For more information and to reserve informal meeting space, you must complete an application available at www.mlanet.org/am/am2010/.

MLA reserves blocks of time for informal meetings and other events. Requests outside these times cannot be accommodated. Requests received before February 12, 2010, will be listed in the *Official Program*.

By contract, all meeting space is controlled by MLA. Calls to the hotel for space will be forwarded to the meeting planner for approval.

Registration and Fees

Registration is handled on a first-come, first-served basis, and waiting lists are maintained. You must register for continuing education (CE) courses by course number and day on the registration form. Fees are based on first-choice selections. You do not have to register for the meeting to register for MLA '10 courses. Room assignments will be listed in the *Official Program*. Some instructors have established a maximum attendance size, so register early by sending in the registration form on page 23 today—or better yet, register online now.

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



SPECIAL COURSE SUITES

CHIS Consumer Health Information Specialization

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

EBP Evidenced-based Practice

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

EST Expert Searcher Training Initiative

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

ISIC Information Specialist in Context

These courses provide training and demonstrate knowledge regarding the role of the information specialist in context.

MT Management Track

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

HC Hands-on Computer Courses

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

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 21

8:00 a.m.–5:00 p.m.

600 Effective Training Design: A Short Course for Librarians

Level: Beginning+

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

Attendance maximum: 20

Learn how to create training that meets your patrons' essential learning needs. Get the tools, confidence, and knowledge you need to tackle real-world training situations. Learn to put adult learning principles to work, select learning activities that improve retention and engage your participants, and design effective job aids.

Instructor: Jan Buhmann, Manager, Clinical Education and Learning Technologies, PeaceHealth, Eugene, OR

601 Adult Learning

Level: Beginning

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

This course is focused on how to facilitate and support adult learners of health information. Adult development and constructivist learning models will be presented. Strategies for working with adult learners, identifying learning objectives and styles, and overcoming barriers to adult learning and information technology issues for adult learners will be addressed.

Instructor: Mary Ellen Edwards, Professor, Educational Foundations and Leadership, Judith Herb College of Education, University of Toledo, Toledo, OH

10:00 a.m.–5:00 p.m.

ISIC **100** Magnet Hospital Designation: The Integral Role of the Medical Librarian


Level: Beginning

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

Attendance maximum: 16

This course will introduce the learners to the American Nurses Credentialing Center (ANCC) Magnet Recognition program and the crucial role of medical librarians in achieving Magnet designation. The Magnet forces and the role of librarians in each will be reviewed. Examples of how to integrate library services into the process will be demonstrated.

Instructors: Susie Jones, Director, Evidence Based Practice and Quality, INTEGRIS Baptist Medical Center, Oklahoma City, OK, and Director, Joanna Briggs Institute of Oklahoma—Oklahoma City, and Cheryl Suttles, Manager, INTEGRIS Library Services, INTEGRIS Health, Oklahoma City, OK

 **200** Intention to Action: Influencing Others When You Don't Have (or Can't Use) Authority

Level: Beginning+

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

Attendance maximum: 35

Learn how to gain support for your ideas, develop collaborative relationships, and enhance your professional credibility without relying on authority. Return to your home institution with plans for achieving your goals and making an impact on your library and the profession.

Instructor: Melanie Hawks, Learning and Development Coordinator, J. Willard Marriott Library, University of Utah–Salt Lake City

400 Preserving the History of Medicine and Science in a Modern

Age: Oral History Training Seminar

Level: Beginning+

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

Oral history is an innovative tool for preserving the history of contemporary medicine, providing invaluable access to the knowledge, experiences, and motivations of medical researchers. This course provides participants with an understanding of the oral history process, including the selection of candidates, recording techniques, editing of transcripts, and preservation of materials.

Instructor: David Caruso, Program Manager, Oral History, The Chemical Heritage Foundation, Philadelphia, PA


500 Emerging Technologies for Librarians

Level: Beginning+

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

Our patrons are increasingly integrating mobile and web-based technologies into daily practice. It is essential for librarians to investigate, experiment, and utilize these technologies to meet their users where they are and to increase access to timely and relevant health information at the point of need. Topics discussed include: mobile devices, e-book readers, podcasting, social media, collaboration tools, augmented reality, geolocation, and methods for keeping up to date.

Instructors: Gabriel R. Rios, Deputy Director, Lister Hill Library of the Health Sciences, University of Alabama–Birmingham, and Melissa DeSantis, AHIP, Deputy Director, Health Sciences Library, University of Colorado–Denver, Aurora, CO

 **503** Technology Planning for Health Sciences Librarians

Level: Intermediate

Cost: \$365 (nonmember, \$635)

Attendance maximum: 24

Participants will gain skills in identifying emerging technologies that will impact library services. Attendees will develop practical tools to prepare for and optimize these new technologies using a new planning process taught through lecture and discussion and demonstrated through model building and manipulation, case study, and group activities. In addition to gaining a clearer understanding of how technology impacts library activities, participants will also learn strategies for integrating transformational technologies into the library's mission and goals.

Instructors: Wallace McLendon, Director, Health Science Center Libraries, Health Science Center Library–Gainesville, Borland Library–UF Jacksonville Campus, College of Veterinary Medicine Reading

Room–Gainesville, University of Florida–Gainesville, and Bart Ragon, Associate Director, Library Technology Services and Development, Claude Moore Health Sciences Library, University of Virginia–Charlottesville

8:00 a.m.–noon

101 The Librarian as a Professional, or How I Learned to Stop Worrying and Love Complexity


Level: Beginning

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

Attendance maximum: 18

This highly interactive class focuses on practical tools for excelling in the current health sciences library work environment. We will focus on budgeting, staffing, personnel, marketing, information services, and managing change. We will also consider professional standards, values, and commitment. Participants will have an easy homework assignment prior to the session.

Instructor: Gerald J. Perry, AHIP, Director, Health Sciences Library, Anschutz Medical Campus, University of Colorado–Denver, Aurora, CO


 **102** Health Literacy: You Can't Tell by Looking

Level: Beginning

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

Up to 80% of patients forget what their doctor tells them as soon as they leave the office. And nearly 50% of what they do remember is recalled incorrectly. Learn the value of plain language in patient comprehension and other health literacy techniques that librarians can employ to enhance provider-patient communication.

Instructor: Melinda Guffey Orebaugh, Director, Library and Health Information Services, Gundersen Lutheran Health System, La Crosse, WI

 **501** Hands-on Web 2.0: Collaboration, Embeddable Web, Online Software, and New Ways of Sharing Information

Level: Intermediate

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

Attendance maximum: 24

This hands-on, in-depth workshop investigates Web 2.0 services and tools for sharing, embedding, and collaborating. Explore web-based software to work together on projects and documents. See how to embed presentations, spreadsheets, videos, really simple syndication (RSS) feeds, documents, and other information. Explore online tools for project management, flowcharts, databases, and file conversion.

Instructor: Greg Notess, Professor and Reference Team Leader, Montana State University–Bozeman

1:00 p.m.–5:00 p.m.**301** Making Sense of Protein Sequences

Level: Intermediate

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

Attendance maximum: 24

This course will provide an introduction to the prediction of a protein coding gene from an eukaryotic DNA sequence and the protein sequence analysis, such as identifying characteristic domains and motifs, predicting protein function, and viewing a model 3-D protein structure in the National Center for Biotechnology Information's Cn3D program.

Instructor: Medha Bhagwat, Informationist, NIH Library, National Institutes of Health, Office of Research Services, US Department of Health and Human Services, Bethesda, MD

502 Creating Online Tutorials in Less than Thirty Minutes

Level: Beginning

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

Learn to quickly create online video tutorials that demonstrate online library resources. Screencasting software—such as Camtasia, Jing, and Webinaria—makes it easy to create and share online tutorials with a minimum of effort. Learn best practices and techniques for recording screen actions, adding voice commentary, and publishing.

Instructor: Greg Notess, Professor and Reference Team Leader, Montana State University–Bozeman

700 Effective Survey Design: Ask the Right Questions, Get the Right Answers

Level: Beginning

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

Attendance maximum: 20

This course focuses on how to effectively and efficiently use surveys to obtain information that is meaningful for improving library services. Crafting effective survey questions to elicit informative answers and constructing an easy-to-use questionnaire format will be discussed. In addition, survey clarity, sampling methods, reliability, validity, privacy, confidentiality, and various features of web survey tools will be covered.

Instructor: Deborah H. Charbonneau, Coordinator, Reference and Research Services, Shiffman Medical Library, Mazurek Medical Education Commons, Wayne State University, Detroit, MI

Saturday, May 22

8:00 a.m.–5:00 p.m.**302** Searching for Drug and Pharmaceutical Information Online

Level: Intermediate

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

An overview of major free and fee-based online sources and of factors that affect information availability and accessibility, such as the drug development and regulatory review process and variations in drug nomenclature and indexing. Discussion covers key points to consider in source selection in answer to typical drug information inquiries.

Instructor: Bonnie Snow, Director, Content Analysis and Development, Life Sciences, Thomson Reuters, Philadelphia, PA

8:00 a.m.–3:00 p.m.**103** Measuring Your Impact: Using Evaluation for Library Advocacy

Level: Beginning

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

Attendance maximum: 25

Show the value of your library's services. Become familiar with an evaluation process and take away methods and tools for assessment, evaluation planning, creation of logic models, data collection, and reporting. The workshop will feature a case-based scenario that moves participants through the steps of an evaluation process.

Instructors: Elizabeth Kelly, Becker Medical Library, Washington University, St. Louis, MO, and Barbara Jones, J. Otto Lottes Health Science Library, University of Missouri–Columbia

201 Planning and Managing the Consumer Health Library

Level: Beginning+

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

This course covers all aspects of planning and managing either a consumer health library or consumer health information service from a veteran in the field. Learn about needs assessment, costs and funding, business plans, volunteer and paid staffing, collection development, policy development, public relations, and marketing as well as community outreach

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

202 Redesigning Libraries for the 21st Century

Level: Beginning

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

Attendance maximum: 30

This course examines the issues and principles of library space planning for new, remodeled, and renovated library space. Guiding principles for library design, what makes a great place, library planning and technology trends, space planning formulas, adjacency issues, and sustainable design for "green" libraries are among the major issues reviewed. Emerging technologies, the impact of electronic publishing on library space design, and social and spatial boundaries and their implications for library design are discussed. Other issues such as compact shelving, forces impacting medical education, settings for hands-on learning, new types of consultation points, information commons and learning commons char-

acteristics, new approaches to team settings, and teaching of users at point of need are also explored.

Instructor: Logan Ludwig, AHIP, FMLA, Associate Dean, Health Sciences Library, Loyola University Stritch School of Medicine, Maywood, IL

401 Promoting Effective Use of E-resources

Level: Advanced

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

Attendance maximum: 40

Are librarians only using the same methods to promote e-resources that we did in the past for print materials? Is there a better way to ensure that our clients are aware of the e-resources available and are able to make the most of these products? This workshop will guide participants through the process of developing realistic and flexible marketing strategies for e-resources utilizing Web 2.0 technologies and twenty-first century approaches.

Instructor: Barbie E. Keiser, President, Barbie E. Keiser, Inc., Alexandria, VA

602 Teaching as Performance

Level: Beginning

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

This course focuses on the performance aspects of teaching, emphasizing parallels between performing as an actor and “performing” as a teacher. It highlights actor’s tools that can be used when teaching in a classroom setting. Participants work with “good” and “bad” teaching, learning styles, and active learning techniques.

Instructor: Carla List-Handley, Distinguished Librarian Emerita, State University of New York (SUNY)–Plattsburgh

8:00 a.m.–noon

CHIS 300 Health Issues in the Headlines: Learning to Read between the Lines

Level: Beginning+

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

Dark chocolate, red wine, and stem cells: what do these have in common? All have been reported as having health benefits. This course will introduce participants to the environment of health reporting, the impact of celebrity illness, and how to evaluate the accuracy and validity of science and health stories. Actual news articles and research reports will be included for critique.

Instructor: Gail Kouame, Consumer Health Coordinator, National Network of Libraries of Medicine, Pacific Northwest Region, University of Washington–Seattle

CHIS 303 Community Assessment

Level: Beginning

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

Attendance maximum: 30

This basic course will help librarians and others involved in health information outreach to design and garner support for quality programs by collecting information about the groups of people who will be involved. Participants will learn about creating an initial community profile using existing data, followed by use of interviews and questionnaires to develop a more detailed picture for project planning.

Instructors: Susan Barnes, Assistant Director, National Network of Libraries of Medicine Outreach Evaluation Resource Center, Health Sci-

ences Library, University of Washington–Seattle, and Cindy Olney, Evaluation Specialist, CO Consulting, LLC, Roswell, GA

EST 304 Clinical Genomics: From Bench to Bedside

Level: Beginning+

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

Attendance maximum: 24

This class will offer medical librarians an introduction to genomic medicine by defining terminology and presenting major concepts in a clear and straightforward fashion. Major information resources will be covered, and specific examples from the clinical environment will be worked out step by step, providing medical librarians with a good foundation to offer clinical genomics information support to their users.

Instructor: Kristi L. Holmes, Bioinformaticist, Bernard Becker Medical Library, Washington University School of Medicine, St. Louis, MO

CHIS EST 305 Caregiver and Patient Tools for Navigating the Health Care System and Health Information Resources

Level: Beginning+

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

Attendance maximum: 24

Caregivers and patients are thrown into a confusing and complicated world of health services and information when dealing with chronic disease, aging, and/or acute health crises. Using carefully selected navigation tools can make the journey less intimidating, make it more productive, and yield better health outcomes. This course focuses on locating and navigating through health facilities, agencies, health care providers, services, directories, and disease or treatment information using Internet, print, and direct personal contact resources. Resources include local, state regions, statewide, national regions (National Network of Libraries of Medicine), and national information aggregated into a comprehensive course for caregivers, patients, and family members as well as health care providers and librarians to assist with the often difficult navigation process.

Instructor: Ann Duesing, Outreach Librarian, UVA Health Sciences Library, University of Virginia–Wise

EBP ISIC 701 Evidence-based Nursing: Integrating Literature Clinical Practice and Patient Education

Level: Beginning


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

Participants will become familiar with the basic

tenets of evidence-based practice (EBP) and learn how to apply these principles to both clinical practice and patient preferences. Beginning with an introduction to EBP, participants will discuss various methods for creating an evidence-based culture in their hospital and look at the patient-empowerment movement.

Instructors: Darra Ballance, AHIP, Assistant Director, Learning Resource Center, Statewide Area Health Education Centers Network, Robert B. Greenblatt, MD, Library, Medical College of Georgia–Augusta, and Kevin Bradford, Clinical Informationist, Emory University, Atlanta, GA

1:00 p.m.–5:00 p.m.

 **203** Do You Want to Be a Library Director? Knowledge, Skills, and Career Path


Level: Intermediate+

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

Attendance maximum: 15

The course informs attendees who aspire to become academic health sciences library directors. Topics covered include the director recruitment and hiring process (via course website); budgeting and fundraising; management philosophy, career paths, self-knowledge, and personal leadership assessment; and the politics of leadership of an academic medical center library.

Instructors: James Shedlock, AHIP, FMLA, Director, Galter Health Sciences Library, Feinberg School of Medicine, Northwestern University, Chicago, IL; Carol Jenkins, AHIP, FMLA, Director, Health Sciences Library, University of North Carolina–Chapel Hill; and M.J. Tooley, AHIP, FMLA, Associate Vice President, Academic Affairs, and Executive Director, Health Sciences and Human Services Library, University of Maryland–Baltimore

 **306** PubMed Clinics of North America: A Problem-based Approach to PubMed Searching

Level: Intermediate

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

Attendance maximum: 24

The workshop will focus on a problem-based approach in learning to search the redesigned PubMed database. Through case studies, group exercises, and hands-on practice, participants will delve into search strategies, Medical Subject Headings, and My NCBI to become more efficient PubMed searchers and lifelong learners!

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

 **402** Rare Medical Books: A Hands-on Introduction


Level: Beginning+

Cost: \$120 (nonmember, \$225)

Attendance maximum: 15

This course is an introduction to classic works in the history of the health sciences, with an emphasis on the physical book as well as the intellectual content of the work. Students will be given the opportunity to examine original printed and manuscript materials in the collection of the History of Medicine Division, National Library of Medicine. This approach will provide a unique opportunity to place recognized classics into the context of their production, distribution, and reception.

Instructors: Stephen Greenberg, Coordinator, Public Services, History of Medicine Division, National Library of Medicine, Bethesda, MD, and Patricia Gallagher, AHIP, Senior User Services Librarian, Library, New York Academy of Medicine–New York

 **404** Screencasting: Creating Online Tutorials

Level: Beginning+

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

Attendance maximum: 24

Building on concepts of understanding learning styles and how to organize and “chunk” instructional content for the online environment, this course’s main goal is to teach librarians the best practices for creating effective screencasts (video-based online instruction modules) using Captivate, Camtasia, and other similar tools. Student learning outcomes include the ability to determine what content does and does not work well in screencast form; the ability to divide content into logical chunks that are most appropriate for online learners; an understanding of best practices for creating content for their topic (e.g., storyboarding, script writing, and voiceover/narration); an understanding of what hardware and software tools work best for what content (and best sources for acquiring needed tools); and the ability to assess the effectiveness of created content.

Instructor: Max Anderson, Technology Coordinator, National Network of Libraries of Medicine, Greater Midwest Region, Library of the Health Sciences, University of Illinois–Chicago


506 Screencasting: Creating Online Tutorials (MLA eLearning Course)

Level: Beginning+

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

Attendance maximum: 10

On Saturday, May 22, 2010, from 1:00 p.m. to 5:00 p.m. (eastern time), this MLA eLearning course will take place during MLA '10 in Washington, DC. MLA members who are not able to attend the meeting will be able to participate in a live web-based version of this course. Technical requirements will be sent electronically prior to the annual meeting.

 **603** Evidence-based Public Health: Finding and Appraising Relevant Resources

Level: Beginning


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

Attendance maximum: 24

This course will provide an introduction to evidence-based public health for librarians and knowledge managers. An overview of knowledge domains and primary resources in public health will be covered. Case studies based on real public health questions will

provide participants an opportunity to build search skills in a variety of resources. Critical appraisal of public health literature will build participants' confidence with evaluating the results of their searches and applying information to public health decision making.

Instructors: Nancy Allee, AHIP, Deputy Director, Health Sciences Libraries, University of Michigan–Ann Arbor; Kristine Alpi, AHIP, Director, William Rand Kenan, Jr., Library of Veterinary Medicine, North Carolina State University–Raleigh; and E. Hatheway Simpson, Public Health Coordinator, National Network of Libraries of Medicine, New England Region, University of Massachusetts–Shrewsbury

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

Level: Beginning

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


Attendance maximum: 30

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

Instructors: Susan Barnes, Assistant Director, National Network of Libraries of Medicine Outreach Evaluation Resource Center, Health Sciences Library, University of Washington–Seattle, and Cindy Olney, Evaluation Specialist, CO Consulting, LLC, Roswell, GA

Wednesday, May 26

1:00 p.m.–5:00 p.m.

 **204** Gaining Leadership Skills without Formally Supervising People

Level: Beginning

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

People without supervisory experience often wonder how to get leadership experience to qualify for a future management role. This class will help participants identify leadership skills they want to develop and then identify leadership opportunities that currently exist for them in their own circles of influence.

Instructor: Natalie Reed, AHIP, Director, Library Services, Midwestern University, Downers Grove, IL

 **205** Advanced Proposal Writing


Level: Intermediate

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

Attendance maximum: 24

This hands-on workshop will focus on the components of successful proposals and offer an opportunity for participants to develop need statements, compose sample objectives, and develop methodologies. Participants must come to the workshop with an idea for a grant project they want to pursue.

Instructor: Michelle Malizia, Associate Director, National Network of Libraries of Medicine, South Central Region, Houston, TX

 **206** A Ten-step Approach to Service Continuity Planning


Level: Beginning

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

This course is designed to raise awareness of the need for emergency

preparedness and response planning in a health sciences setting and to provide participants with a service continuity tool that can be used wherever and whenever to handle a disruption of library services.

Instructor: Daniel T. Wilson, Associate Director, Collection Management and Access Services, and Coordinator, National Network of Libraries of Medicine (NN/LM) National Emergency Preparedness and Response Initiative, Claude Moore Health Sciences Library University of Virginia–Charlottesville

 **307** Librarians without Borders®

Health Access to Research Program (HINARI): Training the Trainers

Level: Beginning

Cost: Free to MLA members (nonmembers, \$560). No shows will be charged \$50 cancellation fee

Attendance maximum: 24

This course will highlight the key features of HINARI, a World Health Organization collaboration (www.who.int/hinari/) with the leading science, technology, and medicine publishers to enable access to electronic journals for low income countries, and related training materials so that the participants are able to instruct individuals from HINARI-eligible institutions. Also to be discussed are possible sources for workshop funding.

Instructor: Lenny Rhine, FMLA, Coordinator, Librarians without Borders®, E-Library Training Initiative, MLA

505 Public Health 2.0

Level: Beginning

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

This workshop will explore the use of Web 2.0 technologies in public health. Web 2.0 technologies offer many features to support the work of public health in collaborative partnerships, communication programs, and community engagement and health improvement. This workshop will feature a range of technology tools and resources, including blogs, wikis, podcasts, virtual reality, social networking, and other tools and will provide practical examples of how these technologies can be applied to public health practice. The workshop will draw on experiences and lessons learned from a case study involving a collaborative partnership between a health sciences library and two public health departments, one urban and one rural, to integrate Web 2.0 technologies into the strategic planning and communication plans for the departments.

Instructors: Nancy J. Allee, AHIP, Deputy Director, and Gillian Mayman, Public Health Librarian, Health Sciences Libraries, University of Michigan–Ann Arbor

Saturday, May 22

10:00 a.m.–4:00 p.m.

E-Patients: The Techno-cultural Revolution of Health Consumers

Sponsored by the National Library of Medicine, National Network of Libraries of Medicine, Southeastern Atlantic Region, Hospital Libraries Section of MLA, and Federal Libraries Section of MLA

Cost: \$200 MLA members (\$385 nonmembers) includes lunch

MLA CE contact hours: 6

With the sharp rise in web-informed consumers and today's fast-paced communication technology and inclusive health care systems, information is readily available. The technologically savvy generation makes use of tools such as YouTube, blogs, and websites to share experiences about their health care. Many health care systems now offer portable electronic records and electronic prescription services. Yet, with ninety million Americans not understanding how to read, comprehend, or use health information, will they be left behind in this techno-cultural revolution? Net savvy consumers are now active members of their health care teams and will be expected to know more than ever before. This symposium will focus on the interaction between technology, culture, and politics as they relate to e-health. The ethical, social, and privacy issues concerning these new technologies

will also be discussed during lunch roundtables using case scenarios. The day will conclude with an interactive session demonstrating new and upcoming technologies such as personal health records and e-health tools.

Speaker: Lisa Gualtieri, adjunct clinical professor, Tufts University School of Medicine, and editor-in-chief, *eLearn Magazine*; Regina Holliday, E-patient, caregiver, and medical advocate; Janet M. Schneider, chief, library service, James A. Haley Veterans' Hospital; and Taneya Koonce, assistant director, Eskind Biomedical Library, Vanderbilt University Medical Center. Additional speakers and information will be forthcoming via the symposium website, www.hshsl.umaryland.edu/epatientsymposium/.

Reflect & Connect

[www.mlanet.org/am/
am2010/register/](http://www.mlanet.org/am/am2010/register/)

Section Program Times

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

Beginning in March, use the online OASIS Program Planner to navigate the meeting in advance of the meeting. Find dates, times, room assignments, presenters, and abstracts. Find descriptions of the program themes, times, and invited speakers at www.mlanet.org/am/am2010/sect_prog/.

Section program session times are:

Sunday, May 23	3:00 p.m.–4:30 p.m.
Monday, May 24	2:30 p.m.–4:00 p.m.
Tuesday, May 25	2:00 p.m.–3:30 p.m.
Wednesday, May 26	9:00 a.m.–10:30 a.m.

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

Plan Your Time Online

The OASIS Program Planner provides information you need to navigate the meeting in advance. The program planner locates all types of sessions and includes room assignments at the Hilton Washington.

Use the Oasis Program Planner to choose the section programs you wish to attend. Your custom program schedule may be printed out or downloaded to a PDA or computer. **Abstracts will only be available online at www.mlanet.org/am/am2010/. A printed version of the abstracts will not be produced to reduce paper use and the impact on the environment.**

Select Browse to find a listing of all sessions by type (informal meeting, plenary session, etc.) and by day. The Advanced Search lets you search by session type, institution, keywords, and more. This tool has been designed with MLA '10 attendees in mind. Check it out at www.mlanet.org/am/am2010/events/—you'll be glad you did!

Questions about this online resource should be emailed to Brenda Dreier, meeting director, at brenda@indigoevent.com.

2010 National Program Committee (NPC)

Left/Right Brain: What Have You Been Thinking About Lately?

Cancer Librarians Section

Consumer and Patient Health Information Section, Complementary and Alternative Medicine SIG

Providing Quality Complementary and Alternative Medicine Information to Cancer Patients

Consumer and Patient Health Information Section

Hospital Libraries Section, Public Services Section, Library Marketing SIG
Traffic Is a Good Thing! Innovative Ways to Increase Use of Consumer Health Resources in Your Library

Consumer and Patient Health Information Section

Medical Informatics Section, Health Association Libraries Section
Health Care Reform and the Impact on Patient Care

Corporate Information Services Section

Hospital Libraries Section, Retired Librarians SIG, Library Marketing SIG, Mental Health SIG

Information Reform

Dental Section

Collection Development Section, Educational Media and Technologies Section, History of the Health Sciences Section, Hospital Libraries Section, Technical Services Section, Osteopathic Libraries SIG

E-books and the Health Sciences Library: Fourth Annual Lecture on the Evidence-based Practice of Librarianship

Sponsored by StatRef

Educational Media and Technologies Section

Nursing and Allied Health Resources Section

Librarians and Information Technology People: Seeing Eye to Eye

Federal Libraries Section

Corporate Information Services Section, Molecular Biology and Genomics SIG, Institutional Animal Care and Use SIG

e-Science: Exploring the Librarian's Role

Federal Libraries Section

Veterinary Medical Libraries Section, Institutional Animal Care and Use SIG

The Librarian's Role in the Institutional Animal Care and Use Committee: Learn the Laws and Get Involved

History of the Health Sciences Section

Advancing the History of the Health Sciences Libraries and Librarians: A Report and Reaction

History of the Health Sciences Section

Research Section, Veterinary Medical Libraries Section

Bioethics and the History of the Health Sciences

Hospital Libraries Section

Collection Development Section, Educational Media and Technologies Section, Health Association Libraries Section, Public Services Section, Technical Services Section

Added Value: Linking E-resources to Clinical Information Systems

Leadership and Management Section

Corporate Information Services Section, New Members SIG
25 Unproven Things that Leaders Should Do Most of the Time

Leadership and Management Section

Medical Library Education Section, New Members SIG, Retired Librarians SIG

Career Reflections: Career Planning from New Graduate to Late Career

Medical Informatics Section

Educational Media and Technologies Section
Top Tech Trends IV

Medical Informatics Section

Leadership and Management Section, Veterinary Medical Libraries Section, African American Medical Librarians Alliance SIG, Molecular Biology and Genomics SIG

Translational Science: How Libraries Are Working with Their Institutions' Clinical and Translational Science Awards

Medical Library Education Section

Public Services Section, Institutional Animal Care and Use SIG, Mental Health SIG, Molecular Biology and Genomics SIG
Building Subject Expertise: What, How, and/or Why?

Medical Library Education Section

Research Section

New Voices Paper Session

Nursing and Allied Health Resources Section

Chiropractic Libraries Section, Complementary and Alternative Medicine SIG, Libraries in Curriculum SIG

Beyond Cool: Reflecting on Web 2.0 Adventures and Misadventures

Nursing and Allied Health Resources Section

Chiropractic Libraries Section

Navigating the Literature: Strategies for Getting Published in Health Sciences Journals and Mapping the Literature of Allied Health

Pharmacy and Drug Information Section

Corporate Information Services Section

Embase.com Lecture

Public Health/Health Administration Section

Cancer Librarians Section, Nursing and Allied Health Resources Section, Pharmacy and Drug Information Section, Veterinary Medical Libraries Section, Outreach SIG

Vaccine Information: The Role of the Library in Evaluation, Communication, and Dissemination

Public Health/Health Administration Section

Relevant Issues Section, African American Medical Librarians Alliance SIG; Lesbian, Gay, Bisexual, and Transgendered Health Sciences Librarians SIG
AIDS 2010: Evolution of Information

Public Services Section

Evaluating Your Library's Institutional Presence

Public Services Section

The Librarians' Publishing Roundtable

Relevant Issues Section

Pharmacy and Drug Information Section; Public Health/Health Administration Section; African American Medical Librarians Alliance SIG; Lesbian, Gay, Bisexual, and Transgendered Health Sciences Librarians SIG

Health Information for Those Left Behind: Outreach and Services for the Disenfranchised, Marginalized, and Unconnected

Research Section

Consumer and Patient Health Information Section, Federal Libraries Section, Health Association Libraries Section, Pharmacy and Drug Information Section, Relevant Issues Section, African American Medical Librarians Alliance SIG

Electronic Medical Record: Research Implications for Medical Librarians

Technical Services Section

Consumer and Patient Health Information Section
Reflecting on Our Past and Connecting to Our Future

Veterinary Medical Libraries Section

International Cooperation Section, Public Services Section

Diseases without Borders: Information for Global Epidemiology

GENERAL INFORMATION

Cancellations

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

Meeting cancellations received by April 21, 2010, are subject to a \$50 fee. You will be assessed a \$50 fee for each CE course change or cancellation.

After April 21, 2010, MLA will give refunds only for documented medical emergencies. Refunds will be processed within 6 weeks after the meeting. MLA will honor written requests to transfer meeting registration or CE registration to another person.

Children

All children must have badges. Complimentary badges are available at the MLA Registration Desk. Children under thirteen are not permitted in the exhibit hall. Information about child care will be available at www.mlanet.org/am/am2010/.

Confirmations

If you register online, you will receive a confirmation by email within minutes. If you register by mail or fax, allow 5 days after receipt for an email confirmation. If an email address is invalid or missing, allow 2 weeks for a faxed confirmation. Please bring your confirmation letter with you to the MLA Registration Desk. Confirmations will be sent only to those who register prior to 11:59 p.m., on May 14, 2010.

Special Services

If you have a legal disability or dietary requirements, please include a written description of your needs with the registration form. Describe your needs and include an email address or fax number where you can be contacted for more information. MLA must receive the form by May 1, 2010.

Student Discount

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

Member Discount

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

Reflect & Connect

[www.mlanet.org/am/
am2010/register/](http://www.mlanet.org/am/am2010/register/)

How to Register

THREE WAYS TO REGISTER

1. Go online at www.mlanet.org/am/am2010/register/ (online saves time)
2. Mail your registration form with payment to CDS-MLA, 107 Waterhouse Road, Bourne, MA 02532
3. Fax your registration form with credit card payment to 508.759.4552

Register by **April 21, 2010**, to receive the early-bird discount and save \$80! After May 14, 2010, bring the form to the registration desk at the Hilton Washington for onsite registration.

Questions: For registration and meeting-related questions, please contact Susan Chesniak at 312.419.9094 x18 or email mlafa4@mlahq.org. For continuing education course-related questions, contact Deb Cavanaugh at 312.419.9094 x32 or email mlapd3@mlahq.org.

Payment

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

If you are an MLA member and would like to be invoiced, you must include a purchase order with your registration. Payments not received by June 16, 2010, will be charged an \$80 late fee.

Registration Hours

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

Thursday, May 20	4:00 p.m.–7:00 p.m.
Friday, May 21	7:00 a.m.–7:00 p.m.
Saturday, May 22	7:00 a.m.–7:30 p.m.
Sunday, May 23	7:00 a.m.–5:00 p.m.
Monday, May 24	7:00 a.m.–5:00 p.m.
Tuesday, May 25	7:00 a.m.–5:00 p.m.
Wednesday, May 26	7:00 a.m.–10:30 a.m. and noon–1:00 p.m.

Registration Packages

New this year: registrants will have online access to audio recordings of most meeting sessions, with visual electronic presentations. This is the same content that previously was offered on the CD-ROM for an extra charge. Online access enables convenient access to meeting presentations to review the sessions you attended and hear sessions for the first time.

In addition, meeting registrants have online access to video-recordings of selected plenary sessions, posters, five-minute lightning presentations, and the Itinerary Builder. Posters will be online live a few weeks prior to the meeting.

For 2010, MLA will pilot an e-Conference meeting registration that will enable members who cannot travel to the meeting to still be part of the meeting community via online access.

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

Package A: Inclusive

Includes admission to all sessions, exhibits, the Welcome Reception, the Awards Ceremony and Luncheon, and the meeting celebration. This package provides the best value, saving you \$30.

Package B: Conference only

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

Package C: One day

Includes admission to all sessions and exhibits on a specific day, with the exception of ticketed events. On the registration form, indicate the day you wish to attend.

Package D: e-Conference

Features	A	B	C	D
Online access to audio-recordings of sessions with electronic presentations (i.e., content that was distributed on the CD-ROM)	X	X	X	X
Online access to streaming video of keynote and other select plenary sessions	X	X	X	X
Online access to posters before, during, and after the meeting.	X	X	X	X
Online access to streaming video of five-minute lightning presentations	X	X	X	X
Online access to keynote speaker post-meeting web event	X	X	X	X
Online access to program and abstract book	X	X	X	X
Online access to Itinerary Builder meeting scheduler	X	X	X	X
Access to meeting sessions and Hall of Exhibits	X	X	X	
1 Ticket to the Welcome Reception	X	X		
1 Ticket to the Awards Ceremony and Luncheon	X			
1 Ticket to the Tuesday Meeting Celebration	X			
Early-Bird Registration Fees (by April 21, 2010)				
Discounted member	\$460	\$320	\$180	\$100
Emeritus member	\$230	\$160	\$90	\$50
Student member	\$195	\$25	\$25	\$25
Nonmember	\$690	\$480	\$270	\$150

Register early to qualify for the discounted fees listed above. After midnight, Wednesday, April 21, 2010, fees increase \$80.

AIRPORTS

The Hilton Washington is accessible from three major Washington, DC, area airports:

- Ronald Reagan Washington National Airport (DCA)
- Washington Dulles International Airport (IAD)
- Baltimore/Washington International Thurgood Marshall Washington Airport (BWI)

DIRECTIONS

From the nearest Metro station (Dupont Circle):

The Dupont Circle Metro Station on the Red Line is the closest Metro Station to the hotel. Exit at the north end of the station to Q Street, and walk four blocks north on Connecticut Avenue to the Hilton Washington, located at 1919 Connecticut Avenue.

From Ronald Reagan Washington National Airport (DCA) by car:

Follow signs to I-395 and 14th Street Bridge. While on 395 North move to the left lane when you see the sign for Route One. This will take you to the 14th Street exit. Take 395 North over the 14th Street Bridge. Stay in the left-hand lane, and take 14th Street to R Street NW. The streets run alphabetically. Make a left on R Street, and follow R Street for six blocks to Connecticut Avenue NW. Make a right on Connecticut Avenue. The Hilton Washington will be four blocks up on the right.

From Washington Dulles International Airport (IAD) by car:

Take Dulles toll road to Route 66 East. Take Route 66 to Constitution Avenue. Take Constitution Avenue to 18th Street, and go left on 18th Street. Take 18th Street to Connecticut Avenue, and go left on Connecticut Avenue. Stay in the left-hand lane, and take the Dupont Circle underpass. The Hilton Washington will be three blocks up on the corner of Connecticut Avenue and T Street.

From Baltimore/Washington International Thurgood Marshall Washington Airport (BWI) by car:

Leave the terminal and follow signs to I-95 South. Take I-95 South to 495 West and 495 West to exit 33; the sign will say Chevy Chase/Connecticut Avenue. Take Connecticut Avenue South. After approximately five miles on Connecticut Avenue South, you will see the National Zoo on your left. Five blocks after zoo, you will come to the William Taft Bridge. Cross the bridge, and get into the left lane. At third traffic light, make a left, and the hotel will be on the left.

HOTEL PARKING

From Connecticut Avenue, take a right on T Street and drive along the perimeter of the hotel. Drive past the T Street Ballroom entrance, and at the first intersection, take a hard left onto Florida Avenue and then another left onto 19th Street. The parking facility entrance is located on the left, on 19th Street. Prices subject to change.

Self parking:	\$28.00, hourly rates posted
Valet parking:	\$35.00
In/out privileges:	Available
Secured:	Available
Covered:	Available
Parking information:	Hourly and 24-hour rate available

GETTING AROUND

When it comes to getting around the city, DC has one of the safest, cleanest, and most efficient public transportation systems in the world. Metro, the subway system, stops within walking distance of most of DC's hotels, attractions, and other points of interest for visitors. Metrobus fills in many of the gaps with service into the neighborhoods. For routes and more, visit www.wmata.com.

DC's newest transportation option, the DC Circulator, offers quick and easy connections between downtown and the National Mall, Union Station, and Georgetown and even runs a seasonal loop around the National Mall for just \$1 per ride. For maps, hours, and fares, visit www.dccirculator.com/DCCirculator.html.

Visit map.mapnetwork.com/destination/dc/for Washington, DC, maps.

HEADQUARTERS HOTEL

Hilton Washington

1919 Connecticut Avenue NW
Washington, DC 20009
Telephone Reservations: 202.483.3000

Online Reservations:

mlanet.org/am/am2010/travel/hotel.html

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

The Hilton Washington in Washington, DC, is a contemporary urban retreat situated on several acres near Dupont Circle in the heart of the nation's capital. Guests at the Hilton Washington enjoy being in the center of DC's most sought after neighborhoods, including Adams Morgan, Woodley Park, and the U Street Corridor. The hotel is a mile from the Smithsonian National Zoological Park and just four blocks from the Dupont Circle Metro Station on the Red Line. Here are a just a few attractions near the Hilton Washington:

- Adams Morgan reigns as the DC destination for world cuisine and live music hotspots.
- U Street Corridor, DC's hottest growing neighborhood, where jazz legend Duke Ellington played his first notes, is home to boutique shops, spas, cafes, and Ben's Chili Bowl, famous for its chili half-smokes and drop-in customers Bill Cosby and President Barack Obama.
- Dupont Circle sets a leisurely pace with gastro-pubs, bistros, and a vibrant farmers market.
- The Georgetown historic district has an eclectic mix of high-end, well-known shops and boutiques.
- Embassy Row is a charming residential neighborhood of the social and political elite, with more than fifty diplomatic embassies represented on Massachusetts Avenue alone.
- The National Zoo, home of DC's famous giant pandas, is just one mile from the Hilton Washington.
- Outdoor enthusiasts will enjoy miles of jogging trails in Rock Creek Park, just steps from the hotel. Picnic, hike, ride horseback, or check out the planetarium.
- Philips Collection is a museum of modern art from French impressionism to American modernism.

The Hilton Washington has embarked on a \$140 million restoration project, and in early 2010, the hotel will complete a monumental, top-to-bottom transformation of guest rooms, meeting space, lobby, and restaurants.

Reservation Procedures

It is in your best interest to reserve your room as early as possible. Booking early helps ensure you will receive your first-choice room type for your preferred dates.

To reserve a room, call the hotel at 202.483.3000 or go online to the link above. Be sure to mention the "Medical Library Association Meeting" when you call to ensure you will receive the rate listed below. The deadline for the hotel to receive your reservation is **Monday, April 12, 2010**. The hotel will ask for a one-night, refundable deposit. If your plans change, notify the hotel prior to May 17, 2010, to avoid losing your deposit.

Online Reservations

At the top right of the page is the "Reservations" link to the hotel.

Room Reservation Guarantee

A deposit totaling one night's room and tax (contact hotel for current taxes as they are subject to change) is required for all reservations. You can guarantee your reservation by providing credit card information on the form or via telephone or by mailing a check, made payable to the hotel, directly to the hotel.

Cancellations or Changes

To cancel or adjust reservations, contact the hotel directly. For a full deposit refund, all cancellations must be received by at least seventy-two hours prior to scheduled arrival.

Check In/Check Out Times

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

Meeting Rates

The rate below will prevail between May 18 and May 27, 2010, and does not include state and local taxes and any service charges. Room reservations and deposits should be received by the hotel no later than Monday, April 12, 2010, and are subject to availability within the group block. Reservation requests made after this date will be handled on a space and rate available basis.

Single/double: \$249

Shared Billing

To facilitate accurate billing, if you are sharing a room and require special billing arrangements, be sure to indicate this to the front desk staff upon check-in.

Hilton HHonors Program

Several upcoming meetings will offer lodging at a Hilton hotel. Attendees may wish to join the Hilton HHonors Program to earn points and miles for stays at over 3,000 hotels worldwide. To get more information and to join, go to hhonors1.hilton.com/en_US/hh/home_index.do.