



MLA'11 rethink

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Official Program

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MLA Conference Community

Rethink how you connect during MLA '11.



Visit, comment, and interact on the blog, CrowdVine site, MLA '11 Twitter, Flickr group, and more.

http://www.mlanet.org/am/am2011/events/conf_comm.html



Ruth Holst, AHIP, FMLA,
2010/11 MLA President

Welcome to Minneapolis, host city for the 2011 MLA annual meeting and exhibition. Minneapolis has been named one of “America’s smartest cities” by *The Daily Beast* and one of “America’s best cities” by *Outside* magazine. And if that wasn’t enough, *Forbes.com* gives it the number one ranking for “America’s safest cities.” We think you will enjoy your stay here, whether you are attracted to a Twins baseball game or a Guthrie Theater offering or plan to spend some time at what is modestly known as the Mall of America. Attending the annual meeting is still the best way to “socially network” with your colleagues, and this year, there are even more ways to do that. Meet in person or use one of the online “Conference Community” options, including Twitter, CrowdVine, FriendFeed, and the MLA ’11 blog.

Four excellent plenary speakers will help you to rethink many facets of your professional life, including what the impact of the Internet on culture and community is, why it’s a great time to be a librarian, why control of tropical diseases is important to all of us, and how technology is affecting scholarly communications. There’s something for everyone at this meeting: continuing education courses; papers and posters on the latest research, outreach, and management topics; dedicated meeting time for sections and special interest groups to conduct their business; open forums to discuss key issues; and lots of opportunities to meet informally with your friends and colleagues.

It’s been 25 years since we met in Minneapolis, and we are once again toasting our colleagues from the National Library of Medicine (NLM) on the occasion of another landmark anniversary. We celebrated the NLM sesquicentennial (150 years) in Minneapolis in 1986, and we are back in time to celebrate the 175th anniversary of the world’s largest medical library and one of MLA’s strongest partners. Join us Tuesday night for that special event, cosponsored with the Friends of the National Library of Medicine, and enjoy your time in Minneapolis!

The 2011 National Program Committee (NPC) welcomes you to a location fit for a Prince; so grab your raspberry beret and enjoy the fabulous locale of Minneapolis, MN, for MLA ’11!

This year’s meeting is designed to help you *rethink* existing and emerging areas in medical librarianship. We are excited to have an extraordinary line up of speakers including Clay Shirky, T. Scott Plutchak, AHIP, Peter J. Hotez, and Geoffrey Bilder.

Clay Shirky—writer, consultant, and teacher of new technology and social media—will kick off with the John P. McGovern Award Lecture and help us set the stage for the meeting. Shirky recently spoke at South by Southwest Interactive (SXSWi) in Austin, TX, where he highlighted how the Internet has generally disrupted news creation, consumption, and distribution. Shirky will share his thoughts on *rethinking* social media and how it relates to our profession.

During the Janet Doe Lecture, T. Scott Plutchak, director, Lister Hill Library, University of Alabama–Birmingham, will astound us with his perspectives on *rethinking* librarianship with his talk, “Breaking the Barriers of Time and Space: The Dawning of the Great Age of Librarians.”

You are in for a special treat on Wednesday morning with a double feature of speakers to leave you *rethinking* issues in librarianship all the way home. Peter Hotez, our Joseph Leiter NLM/MLA Lecturer, is distinguished research professor, Walter G. Ross Professor, and chair of the Department of Microbiology, Immunology, and Tropical Medicine, at George Washington University. His research focuses on vaccine development for parasitic diseases.

Our final plenary session will feature Geoffrey Bilder, director of strategic initiatives at CrossRef. Expect a lively conversation at the closing plenary session with Bilder as he helps us *rethink* scholarly communication.

The NPC 2011 has gone above and beyond to *rethink* meeting attendee engagement through the online MLA ’11 Conference Community. In addition to the popular social networking tool from MLA ’10, CrowdVine, we are promoting use of Twitter, CoverItLive, FriendFeed, foursquare, and quick response codes. These services will help you interact with the attendees and exhibitors at the meeting on a whole new level. Additionally, the 2011 NPC is excited to announce “ReThink Conversations.” After each plenary session, attendees will be asked to discuss a related question via Twitter. Display monitors will be strategically placed around the convention center so that members can watch and respond to the live conversations. Tweets can be made using a mobile device, laptop, or computers in the Internet Café.



Bart Ragon and Gabriel R. Rios, Cochairs,
2011 National Program Committee

Please don’t fear that we have jumped off the technological deep end; we have also scheduled a “Tweet-up,” a time to meet (in person) those you with whom you have been tweeting. And if you completed the online Twitter training session in April, you will receive one free drink ticket for this session—another reason to attend the Tweet-up!

The 2011 NPC is also excited to add a new style to MLA programming. Building on the successes of the lightning poster presentations at MLA ’10, the 2011 NPC is sponsoring an Ignite MLA session. The Ignite session offers presenters 5 minutes to make their point using only 20 slides that automatically advance every 15 seconds. This is an exciting way to present the scholarly and innovative work you are involved with to your colleagues.

We are glad you are here, and we hope you have the opportunity to take in all the presentations, speakers, and events to help you *rethink* your MLA meeting experience.

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Corporate Partners

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.

Schedule

CE = Continuing education courses | Most breaks include refreshments in the Hall of Exhibits.

Time	Friday, May 13	Saturday, May 14	Sunday, May 15	Monday, May 16	Tuesday, May 17	Wednesday, May 18
6:30 a.m.			<ul style="list-style-type: none"> • Majors Walk 6:30 a.m. 			
7:00 a.m.			<ul style="list-style-type: none"> • Sunrise Seminars 7–8:15 a.m. 	<ul style="list-style-type: none"> • Sunrise Seminars 7–8:15 a.m. 	<ul style="list-style-type: none"> • Sunrise Seminars 7–8:15 a.m. 	<ul style="list-style-type: none"> • Committee, Section, SIG, & Informal Meetings 7–9 a.m.
8:00 a.m.	<ul style="list-style-type: none"> • CE Courses 8 a.m.–5 p.m. 	<ul style="list-style-type: none"> • CE Courses 8 a.m.–5 p.m. 	<ul style="list-style-type: none"> • Committee, Section, SIG, & Informal Meetings • New Members Program & Breakfast 7–9 a.m. 	<ul style="list-style-type: none"> • Committee, Section, SIG, & Informal Meetings 7–9 a.m. 	<ul style="list-style-type: none"> • Committee, Section, SIG, & Informal Meetings 7–9 a.m. 	
9:00 a.m.	<ul style="list-style-type: none"> • Board of Directors 9 a.m.–5 p.m. (continued from Thursday) 	<ul style="list-style-type: none"> • Committee Meetings • Section & Chapter Councils 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"> • Presidential Inaugural & MLA '12 Invitation 9–10 a.m. 	<ul style="list-style-type: none"> • Leiter Lecture 9–10 a.m.
10:00 a.m.			<ul style="list-style-type: none"> • Break/ReThink Conversations 1 10–10:30 a.m. 	<ul style="list-style-type: none"> • Break/ReThink Conversations 2 10–10:30 a.m. • Exhibits 10 a.m.–noon 	<ul style="list-style-type: none"> • Break/ReThink Conversations 2 10–10:30 a.m. • Exhibits 10 a.m.–3:00 p.m. 	<ul style="list-style-type: none"> • Break/ReThink Conversations 4 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"> • Section Program 2 10:30 a.m.–noon 	<ul style="list-style-type: none"> • NLM Update 10:30–11:30 a.m. 	<ul style="list-style-type: none"> • Plenary Speaker 10:30 a.m.–noon
11:30 a.m.					<ul style="list-style-type: none"> • Visit Exhibits 11:30 a.m.–noon 	
noon			<ul style="list-style-type: none"> • Exhibits noon–5 p.m. 	<ul style="list-style-type: none"> • Awards Ceremony & Luncheon noon–1:30 p.m. 	<ul style="list-style-type: none"> • Lunch noon–1 p.m. 	<ul style="list-style-type: none"> • Board of Directors 12:30–1:30 p.m.
1:00 p.m.			<ul style="list-style-type: none"> • Chapter Council Roundtables Luncheon noon–2 p.m. 	<ul style="list-style-type: none"> • Exhibits 1:15–5 p.m. 	<ul style="list-style-type: none"> • Legislative Update • Poster Session 2 • SIG & Informal Meetings 1–2 p.m. 	
2:00 p.m.			<ul style="list-style-type: none"> • Poster Session 1 • SIG & Informal Meetings 2–3 p.m. • Break 2:30–3 p.m. 	<ul style="list-style-type: none"> • Open Forums 2–3 p.m. • Break 2:30–3 p.m. 	<ul style="list-style-type: none"> • Poster Session 3 • SIG & Informal Meetings 2–3 p.m. 	<ul style="list-style-type: none"> • CE Courses 1–5 p.m.
3:00 p.m.		<ul style="list-style-type: none"> • Leaders Orientation (Committees, Sections, & Chapters) 3–5 p.m. 	<ul style="list-style-type: none"> • MLA Business Meeting 3–4:30 p.m. 	<ul style="list-style-type: none"> • Section Program 3 3–4:30 p.m. 	<ul style="list-style-type: none"> • Section Program 4 3–4:30 p.m. 	
4:30 p.m.			<ul style="list-style-type: none"> • Section Program 1 4:30–6 p.m. 	<ul style="list-style-type: none"> • Section Meetings 4:30–6 p.m. 	<ul style="list-style-type: none"> • Section, SIG, & Informal Meetings 4:30–6 p.m. 	
5:00 p.m.						
5:30 p.m.			<ul style="list-style-type: none"> • International Visitors Reception • Library School Reunion 6–7 p.m. • Hospital Libraries Section 6–7:30 p.m. 		<ul style="list-style-type: none"> • Tweet-up in the Bar 6:00 p.m. 	
6:00 p.m.		<ul style="list-style-type: none"> • Welcome Reception & Opening of the Hall of Exhibits 5:30–7:30 p.m. 				
7:00 p.m.					<ul style="list-style-type: none"> • MLA/FNLM Reception 7–10 p.m. 	

Schedule

Program-at-a-glance sponsored by Logical Images.

Featured Speakers



Sunday, May 15, 10:30 a.m.–noon

John P. McGovern Award Lecturer: Clay Shirky

Sponsored by EBSCO Information Services. Established with a donation from the John P. McGovern Foundation.

“Technology/Media: The Future, Innovation, Business Strategy, Marketing and Sales, Ethics, and Culture”

Clay Shirky is a provocative new voice on all things Internet: economics and culture, media and community, and the open source movement. He divides his time between consulting, teaching, and writing on the social and economic effects of Internet technologies. His consulting practice is focused on the way network technologies provide new ways for groups to get things done, including collaboration tools, social networks, peer-to-peer sharing, collaborative filtering, and open source development.

In addition to his consulting work, Shirky is an adjunct professor in the New York University (NYU) graduate Interactive Telecommunications Program (ITP), where he teaches courses on the interrelated effects of the ways networks shape culture and vice versa. Prior to his appointment at NYU, Shirky was a partner at The Accelerator Group, an investment firm focused on early-stage companies. Formerly, he was the chief technology officer of the web media and design firm Site Specific, where he created the company’s media tracking database and server log analysis software. Site Specific was later acquired by CKS Group, where he was promoted to vice president technology, Eastern Region.

Shirky’s recent book, *Here Comes Everybody*, explores the effects of open networks, collaboration, and user-created and -disseminated content on organizations and industries. Over the years, he has had regular columns in *Business 2.0*, *FEED*, *OpenP2P.com*, and *ACM Net Worker*, and his writings have appeared in the *New York Times*, *Wall Street Journal*, *Harvard Business Review*, *Wired*, *Release 1.0*, *Computerworld*, and *IEEE Computer*. He has been interviewed by Slashdot, Red Herring, Media Life, and *The Economist’s* Ebusiness Forum. *Time* featured him with other futurists in a fall 2005 story, “What’s Next.” Shirky frequently speaks on emerging technologies at a variety of forums and organizations.

Shirky’s writings are archived at www.shirky.com, and he maintains a blog on his book at www.herecomeseverybody.org.



Monday, May 16, 9:00 a.m.–10:00 a.m.

Janet Doe Lecturer: T. Scott Plutchak, AHIP

“Breaking the Barriers of Time and Space: The Dawning of the Great Age of Librarians”

Janet Doe lecturers are chosen for their unique perspectives on the history or philosophy of medical librarianship. T. Scott Plutchak, AHIP, associate professor and director, Lister Hill Library of the Health Sciences, University of Alabama–Birmingham, has long been recognized for his thoughtful and provocative presentations and writing, in particular, the editorials that he wrote for the *Journal of the Medical Library Association* during his tenure as editor from 2000 to 2006. He has served on the MLA Board of Directors and on numerous other MLA committees and task forces, including both iterations of the Ethics Task Force, two National Program Committees, and the Nominating Committee.

Plutchak received his master’s degree from the University of Wisconsin–Oshkosh and was a National Library of Medicine library associate from 1983 to 1984. He was associate director and then director of the Health Sciences Center Library at St. Louis University before taking his current position in 1995.

As a member of the Association of Academic Health Sciences Libraries Publisher Liaison Task Force, he was instrumental in establishing the Chicago Collaborative, which brings together librarians, publishers, editors, and other stakeholders to work on the grand challenges facing the scholarly communications community. Since

June of 2009, he has worked with the Scholarly Publishing Roundtable, convened by the US House Committee on Science and Technology, to develop consensus recommendations regarding public access policies for the peer-reviewed literature resulting from federal funding.

He was named MLA Southern Chapter Academic Librarian of the Year in 1999 and received MLA’s Estelle Brodman Award for the Academic Medical Librarian of the Year in 2001. In 2009, he received the Outstanding Alumni Award from the University of Wisconsin–Fox Valley.

Plutchak leads the world’s first open access librarian rock band, The Bearded Pigs, which has played at each MLA annual meeting since 2004.

Featured Speakers



Wednesday, May 18, 9:00 a.m.–10:00 a.m.

Joseph Leiter NLM/MLA Lecturer: Peter J. Hotez

Peter J. Hotez is distinguished research professor, Walter G. Ross Professor, and chair of the Department of Microbiology, Immunology, and Tropical Medicine, The George Washington University. He is also president of the Sabin Vaccine Institute, an affiliated nonprofit research and advocacy organization, and director and principal investigator of Sabin Vaccine Development, a product development partnership supported by the Sabin Vaccine Institute.

Hotez received a bachelor's degree in molecular biophysics and biochemistry magna cum laude (Phi Beta Kappa) from Yale University, a doctorate from Rockefeller University, and a doctorate in medicine from Weill Cornell Medical College. He obtained pediatric residency training at Massachusetts General Hospital and postdoctoral training at the Yale University School of Medicine.

Hotez's research focuses on vaccine development for parasitic diseases, with an emphasis on recombinant vaccines for hookworm and schistosomiasis. Hotez also has a strong policy interest to promote the control of neglected tropical diseases (NTDs). In 2006 at the Clinton Global Initiative, Hotez cofounded the Global Network for Neglected Tropical Diseases (GNNTD), with the mission to facilitate access to essential NTD medicines. In 2007, Hotez

became the founding editor-in-chief of *Public Library of Science (PLOS) Neglected Tropical Diseases*, and he is currently the president of the American Society of Tropical Medicine and Hygiene. Hotez has published over 200 peer-reviewed journal articles as well as several books, including *Forgotten People*, *Forgotten Diseases: The Neglected Tropical Diseases and Their Impact on Global Health and Development*.



Wednesday, May 18, 10:30 a.m.–noon

Plenary Speaker: Geoffrey Bilder

Geoffrey Bilder is director of strategic initiatives at CrossRef and has more than sixteen years of experience as a technical leader in scholarly technology. He cofounded Brown University's Scholarly Technology Group in 1993, providing the Brown academic community with advanced technology consulting to support their research, teaching, and scholarly communication. Subsequently, he was head of information technology research and development at Monitor Group, a global management consulting firm based in Cambridge, MA. From 2002 to 2005, Bilder was chief technology officer of the scholarly publishing firm Ingenta, and just prior to joining CrossRef, he was a publishing technology consultant at Scholarly Information Strategies, where he consulted extensively with publishers and librarians on emerging technologies and the ways they can affect scholarly and professional researchers.

Academy of Health Information Professionals Question and Answer Session

The Academy of Health Information Professionals (AHIP) is MLA's professional development and career recognition program. MLA '11 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 16, 1:30 p.m.–2:30 p.m. in the Minneapolis Convention Center, Room 101F/G, Level One, to learn all about the credentialing program and application procedure.

Americans with Disabilities Act

The Minneapolis Convention Center, Hilton Minneapolis, and Hyatt Regency Minneapolis 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 visit the registration area.

Business Center and Shipping Services

The on-site FedEx Office Business Center offers a variety of services right from the main floor of the Minneapolis Convention Center. Your shipping, copy, binding, printing, and signage needs can be handled on-site prior to or during your event. From last minute supplies to overnight shipping, the business center is available to serve your business needs. Visit the FedEx Office center or call 612.339.0616 to learn more.

FedEx Office Business Center Hours

Monday–Friday 8:00 a.m.–5:00 p.m.
Saturday–Sunday 8:00 a.m.–4:00 p.m.

Child Care

All guests and children must have badges to attend meetings or events. Complimentary badges are available at the MLA Registration Center. Please note: Children under thirteen are not permitted in the exhibit hall. Child care arrangements should be made directly with the provider.

Conference Community

MLA is now more social than it has ever been before. MLA '11 is building off the success of last year's Conference Community by using a variety of channels and backchannels for attendees to connect (www.mlanet.org/am/am2011/events/conf_comm.html). Even if you cannot come to Minneapolis, you can still access many of the tools on the Conference Community. The discounted e-Conference (Package D) offers full access to the Conference Community content of streaming video, continuing education, and more! All paid registrants will have full access to the online content on the Conference Community site.

Some Conference Community services include:

ReThink Conversations: From 10:00 a.m. to 10:30 a.m. each day, meeting attendees will be asked to discuss a question using Twitter. Display monitors will be strategically placed around the convention center so that attendees can watch and respond to the live conversations. Tweets can be made using a mobile device, laptop, or computers in the Internet Café.

CrowdVine: (www.mlanet.crowdvine.com): This simple and powerful social network customized for MLA '11 helps participants interact before, during, and after the meeting. Identify those who share common interests so that you can seek one another out and meet, in person, at MLA '11.

FriendFeed: MLA '11 hashtag #mlanet11 (www.friendfeed.com/mlanet/): FriendFeed pulls together updates from various Conference Community sites, including the blog and Twitter, using the hashtag #mlanet11. No need to install anything; just go to www.friendfeed.com/mlanet/ to see what people are saying about the meeting.

MLA '11 Blog: (www.npc.mlanet.org/mla11/): The roster of official MLA bloggers will bring you coverage throughout the meeting. This year, the blog is optimized for your mobile phone or personal digital assistant (PDA).

Videos and Photos: Keep an eye out for people with cameras! This year, the videography team will not tape section programming. Instead, they will wander the halls, talking to the "man on the street." The video conversations will be edited by the team and then posted online (with your permission, of course!). Also keep an eye out for other opportunities to interact at the meeting with additional applications like foursquare and quick response codes!

Exhibit Hall Hours

See page 46.

Hospitality Center

↳ MLA Registration Area, Minneapolis Convention Center, Lower Level Lobby

Discover Minneapolis, MN! 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.



General Information

Internet Café

- 📍 MLA Registration Area, Minneapolis Convention Center, Lower Level Lobby

Sponsored by Elsevier.

The Internet Café 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

- 📍 Minneapolis Convention Center, Room L100D, Lower Level

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 16. 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/am2011/events/placement.html.

Job Placement Center Hours

Sunday, May 15	10:00 a.m.–5:00 p.m.
Monday, May 16	9:00 a.m.–11:30 a.m. and 1:30 p.m.–5:00 p.m.
Tuesday, May 17	9:00 a.m.–noon and 1:30 p.m.–5:00 p.m.
Wednesday, May 18	9:00 a.m.–noon

Lost and Found

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

Member Resource Room

- 📍 Minneapolis Convention Center, Room L100E, Lower Level

For your convenience, a photocopier, Windows-based computers, and a laser printer will be available for association business. Equipment is available on a first-come, first-served basis. Please bring your own USB drives. See the Job Placement Center for service hours. This room has no Internet access; please visit the Internet Café for online access.

Message Center

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

MLA '12

Stop by the MLA '12 booth at the MLA Registration Center to learn about next year's annual meeting in Seattle, WA. Members of the 2012 National Program and Local Assistance committees will be on hand to provide information and answer questions.

MLA Connections Booth/MLA Store

- 📍 Minneapolis Convention Center, Booth 435/Exhibit Hall A, Lower Level

The MLA Booth and Scholarship Booth/MLA Store will be located in the Hall of Exhibits, and hours will be the same as

the exhibit hours. Shop at the Scholarship Booth to support the MLA grants and scholarships program. Be sure to buy a raffle ticket. Purchase MLA publications at a discounted rate. Section Council and Chapter Council areas will also be part of the MLA booth.

Online Access to Video and Audio of Meeting Sessions

MLA '11 registrants will have online access to video recordings of the plenary sessions. Videos will be posted to MLANET about twenty-four hours after the session.

MLA 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 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. Audio recordings of the sessions will be available online approximately three weeks after the meeting. Access to both video and audio recordings requires paid registration for MLA '11 (included in packages A, B, or C; available as a separate package D).

Registration Hours

- 📍 Minneapolis Convention Center, Lower Level Lobby

Thursday, May 12	4:00 p.m.–7:00 p.m.
Friday, May 13	7:00 a.m.–7:00 p.m.
Saturday, May 14	7:00 a.m.–7:30 p.m.
Sunday, May 15	7:00 a.m.–5:00 p.m.
Monday, May 16	7:00 a.m.–5:00 p.m.
Tuesday, May 17	7:00 a.m.–5:00 p.m.
Wednesday, May 18	7:00 a.m.–10:30 a.m. and noon–1:00 p.m.

Speaker Ready Room

- 📍 Minneapolis Convention Center, Room M101B, Mezzanine Level

All speakers must check in at the Speaker Ready Room the day before their session to make sure we have the correct presentation loaded. Hours of operation are noon–6:00 p.m., on Saturday, May 14, and 8:00 a.m.–6:00 p.m., Sunday, May 15 to Tuesday, May 17.

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/am2011/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 Center.

MLA Unit Meeting Schedule

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 20–35.

Event	Date	Start	End	Room
2012 National Program Committee	Saturday, May 14	8:00 a.m.	noon	Hilton Minneapolis, Salon C
2012 Section Program Planners	Saturday, May 14 Wednesday, May 18	4:15 p.m. 7:00 a.m.	5:15 p.m. 9:00 a.m.	Hilton Minneapolis, Salon F Minneapolis Convention Center, M100F
2013 National Program Committee	Monday, May 16	7:30 a.m.	9:00 a.m.	Minneapolis Convention Center, M100C
Ad Hoc Committee for Advocating Scholarly Communication	Monday, May 16	10:00 a.m.	11:30 a.m.	Minneapolis Convention Center, M100D
African American Medical Librarians Alliance SIG	Sunday, May 15	2:00 p.m.	3:00 p.m.	Minneapolis Convention Center, L100F
Awards Committee	Monday, May 16	7:30 a.m.	9:00 a.m.	Hilton Minneapolis, Salon C
Bylaws Committee	Tuesday, May 17	7:30 a.m.	9:00 a.m.	Minneapolis Convention Center, M100D
Cancer Librarians Section Business Meeting	Monday, May 16	4:30 p.m.	6:00 p.m.	Minneapolis Convention Center, M100H
Chapter Continuing Education Chairs	Tuesday, May 17	8:00 a.m.	9:00 a.m.	Minneapolis Convention Center, M100E
Chapter Council	Saturday, May 14	8:00 a.m.	4:00 p.m.	Hilton Minneapolis, Salon G
Chapter Treasurers	Sunday, May 15	2:00 p.m.	3:00 p.m.	Minneapolis Convention Center, M100D
Chiropractic Libraries Section Business Meeting	Tuesday, May 17	4:30 p.m.	6:00 p.m.	Minneapolis Convention Center, M100B
Clinical Librarians and Evidence-Based Health Care SIG	Tuesday, May 17	1:00 p.m.	2:00 p.m.	Minneapolis Convention Center, M100B
Collection Development Section				
Board Meeting	Sunday, May 15	7:00 a.m.	9:00 a.m.	Minneapolis Convention Center, M100H
Business Meeting and 25th Anniversary	Sunday, May 15	6:00 p.m.	7:30 p.m.	Minneapolis Convention Center, 101J
Complementary and Alternative Medicine SIG	Monday, May 16	7:00 a.m.	9:00 a.m.	Minneapolis Convention Center, M100B
Consumer and Patient Health Information Section				
Board Meeting	Sunday, May 15	7:00 a.m.	9:00 a.m.	Minneapolis Convention Center, M100A
Business Meeting	Monday, May 16	4:30 p.m.	6:00 p.m.	Minneapolis Convention Center, 101C
Continuing Education Committee	Wednesday, May 18 Wednesday, May 18	7:00 a.m. 1:30 p.m.	9:00 a.m. 7:00 p.m.	Minneapolis Convention Center, M100H Minneapolis Convention Center, L100A/B
Corporate Information Services Section Business Meeting	Monday, May 16	4:30 p.m.	6:00 p.m.	Minneapolis Convention Center, M100B
Council of Osteopathic Librarians/Osteopathic Libraries SIG	Monday, May 16	7:00 a.m.	9:00 a.m.	Hilton Minneapolis, Directors Row 1
Credentialing Committee	Friday, May 13	7:00 p.m.	10:00 p.m.	Hilton Minneapolis, Salon B
Dental Section Business Meeting	Monday, May 16	4:30 p.m.	6:00 p.m.	Minneapolis Convention Center, M100E
Department of Veterans Affairs Librarians SIG	Sunday, May 15	7:00 a.m.	9:00 a.m.	Minneapolis Convention Center, L100F
Department of the US Army Medical Command Libraries SIG	Sunday, May 15	2:00 p.m.	3:00 p.m.	Minneapolis Convention Center, M100B
Educational Media and Technologies Section Business Meeting	Tuesday, May 17	4:30 p.m.	6:00 p.m.	Minneapolis Convention Center, M100D
Emerging Leaders Task Force	Monday, May 16	4:00 p.m.	5:30 p.m.	Minneapolis Convention Center, M100C
Federal Libraries Section Business Meeting	Monday, May 16	7:00 a.m.	9:00 a.m.	Minneapolis Convention Center, M100G
Fellows of MLA	Sunday, May 15	4:30 p.m.	6:00 p.m.	Minneapolis Convention Center, M100E
Governmental Relations Committee	Monday, May 16	7:30 a.m.	8:30 a.m.	Minneapolis Convention Center, M100F
Grants and Scholarships Committee	Wednesday, May 18	7:30 a.m.	9:00 a.m.	Hilton Minneapolis, Duluth
Health Association Libraries Section Business Meeting	Tuesday, May 17	7:00 a.m.	9:00 a.m.	Minneapolis Convention Center, M100C
History of the Health Sciences Section Business Meeting	Monday, May 16	4:30 p.m.	6:00 p.m.	Minneapolis Convention Center, M100F
Hospital Libraries Section				
Committees Meeting	Monday, May 16	7:00 a.m.	9:00 a.m.	Hilton Minneapolis, Directors Row 3
Executive Board Meeting	Sunday, May 15	7:00 a.m.	9:00 a.m.	Minneapolis Convention Center, M100J
Business Meeting and Connection Reception	Sunday, May 15	6:00 p.m.	7:30 p.m.	Minneapolis Convention Center, 102, Level One
Informationist SIG	Tuesday, May 17	7:00 a.m.	9:00 a.m.	Minneapolis Convention Center, M100F
Institutional Animal Care and Use SIG	Tuesday, May 17	2:00 p.m.	3:00 p.m.	Minneapolis Convention Center, M100H

MLA Unit Meeting Schedule

International Cooperation Section Business Meeting	Sunday, May 15	7:00 a.m.	9:00 a.m.	Minneapolis Convention Center, M100G
Joint MLA/AAHSL Ad Hoc Metrics Task Force	Tuesday, May 17	2:00 p.m.	3:00 p.m.	Hilton Minneapolis, Imperial Suite
<i>JMLA</i> Editorial Board	Sunday, May 15	7:30 a.m.	8:30 a.m.	Minneapolis Convention Center, M100E
Leaders Orientation	Saturday, May 14	3:00 p.m.	5:00 p.m.	Hilton Minneapolis, Salon E/F
Leadership and Management Section Business Meeting	Monday, May 16	4:30 p.m.	6:00 p.m.	Minneapolis Convention Center, M100G
Joseph Leiter NLM/MLA Lectureship Committee	Tuesday, May 17	3:30 p.m.	5:00 p.m.	Minneapolis Convention Center, M100H
Lesbian, Gay, Bisexual, and Transgendered Health Science Librarians SIG	Monday, May 16	7:00 a.m.	9:00 a.m.	Hilton Minneapolis, Directors Row 2
Librarians without Borders® Advisory Committee	Tuesday, May 17	7:30 a.m.	9:00 a.m.	Minneapolis Convention Center, M100H
Libraries in Curriculum SIG	Tuesday, May 17	7:00 a.m.	9:00 a.m.	Minneapolis Convention Center, M100A
Donald A. B. Lindberg Research Fellowship Jury	Tuesday, May 17	8:00 a.m.	9:00 a.m.	Minneapolis Convention Center, M100B
Mid-Atlantic Chapter/MLA 2011 Annual Meeting Planning Committee	Monday, May 16	7:00 a.m.	9:00 a.m.	Hilton Minneapolis, Board Room 1
Medical Informatics Section Business Meeting	Sunday, May 15	7:00 a.m.	9:00 a.m.	Minneapolis Convention Center, M100F
Medical Library Education Section Business Meeting	Tuesday, May 17	7:00 a.m.	9:00 a.m.	Minneapolis Convention Center, M100G
Membership Committee	Tuesday, May 17	7:30 a.m.	9:00 a.m.	Hilton Minneapolis, Duluth
MLA '13 Joint Section and Chapter Councils Task Force	Sunday, May 15	8:00 a.m.	9:00 a.m.	Minneapolis Convention Center, M100B
Molecular Biology and Genomics SIG	Monday, May 16	7:00 a.m.	9:00 a.m.	Hilton Minneapolis, Directors Row 4
New Members SIG	Sunday, May 15	2:00 p.m.	3:00 p.m.	Minneapolis Convention Center, M100G
Nominating Committee (invitation only)	Saturday, May 14	8:00 a.m.	4:00 p.m.	Hilton Minneapolis, Directors Row 3
Nursing and Allied Health Resources Section				
Business Meeting	Monday, May 16	4:30 p.m.	6:00 p.m.	Minneapolis Convention Center, 101B
Executive Board Meeting	Sunday, May 15	2:00 p.m.	3:00 p.m.	Minneapolis Convention Center, M100F
Oral History Committee	Wednesday, May 18	7:30 a.m.	9:00 a.m.	Minneapolis Convention Center, M100D
Outreach SIG	Tuesday, May 17	4:30 p.m.	6:00 p.m.	Minneapolis Convention Center, M100C
Pharmacy and Drug Information Section Business Meeting	Sunday, May 15	7:00 a.m.	9:00 a.m.	Minneapolis Convention Center, M100C
Professional Recruitment and Retention Committee	Sunday, May 15	2:00 p.m.	3:00 p.m.	Minneapolis Convention Center, M100H
Public Health/Health Administration Section Business Meeting	Tuesday, May 17	7:00 a.m.	9:00 a.m.	Minneapolis Convention Center, L100C
Public Services Section Business Meeting	Monday, May 16	4:30 p.m.	6:00 p.m.	Minneapolis Convention Center, M100D
Relevant Issues Section Business Meeting	Monday, May 16	7:00 a.m.	9:00 a.m.	Minneapolis Convention Center, M100A
Research Section				
Awards: Judging Process Revealed	Sunday, May 15	7:00 a.m.	9:00 a.m.	Minneapolis Convention Center, M100D
Business Meeting	Monday, May 16	7:00 a.m.	9:00 a.m.	Minneapolis Convention Center, M100J
Retired Librarians SIG	Tuesday, May 17	1:00 p.m.	2:00 p.m.	Minneapolis Convention Center, M100A
Section Continuing Education Chairs	Monday, May 16	8:00 a.m.	9:00 a.m.	Minneapolis Convention Center, M100H
Section Council	Saturday, May 14	8:00 a.m.	4:00 p.m.	Hilton Minneapolis, Salon F
Section Treasurers	Tuesday, May 17	1:00 p.m.	2:00 p.m.	Minneapolis Convention Center, M100D
Southern Chapter Executive Board	Monday, May 16	7:00 a.m.	9:00 a.m.	Hilton Minneapolis, Red Wing
Technical Services Section Business Meeting	Monday, May 16	7:00 a.m.	9:00 a.m.	Hilton Minneapolis, Red Wing
Technical Services Informal Meeting / OCLC SIG	Sunday, May 15	7:00 a.m.	9:00 a.m.	Minneapolis Convention Center, M100I
Technology Advisory Committee	Monday, May 16	7:30 a.m.	9:00 a.m.	Minneapolis Convention Center, M100D
Translational Sciences Collaboration SIG	Sunday, May 15	2:00 p.m.	3:00 p.m.	Minneapolis Convention Center, M100I
VA Library Network (VALNET) Meeting	Tuesday, May 17	4:30 p.m.	6:00 p.m.	Minneapolis Convention Center, M100F
Veterinary Medical Libraries Section				
Business Meeting	Monday, May 16	4:30 p.m.	6:00 p.m.	Minneapolis Convention Center, 101A
Informal Meeting	Tuesday, May 17	4:30 p.m.	6:00 p.m.	Minneapolis Convention Center, 101B
Special Raptor Program	Tuesday, May 17	2:00 p.m.	3:00 p.m.	Minneapolis Convention Center, 101B
Vision Sciences SIG	Monday, May 16	7:00 a.m.	9:00 a.m.	Minneapolis Convention Center, M100E

CE Courses

Continuing education (CE) courses are a great way to stay at the forefront of the health information profession. Onsite 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, instructors, and MLA CE contact hours. Details are also available at www.mlanet.org/am/am2011/ce/.



CE Information

Eight-hour CE course: 8 hours
Six-hour CE course: 6 hours
Half-day a.m. or p.m. CE course: 4 hours

Offsite Facility Locations

Health Sciences Libraries

University of Minnesota
450B Diehl Hall, 505 Essex Street SE
Minneapolis MN

Minneapolis Community and Technical College

1501 Hennepin Avenue
Minneapolis, MN

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

Course Suites


-  **Consumer Health Information Specialist**
These courses present the latest resources and ideas in the consumer health information field.
-  **Disaster Information Specialist**
These courses provide the latest information and resources in the field of disaster information.
-  **Evidenced-based Practice**
These courses emphasize the librarian's role in the practice of evidence-based health care.
-  **Expert Searcher Training Initiative**
These courses emphasize librarians' roles as expert searchers in health care and biomedical research.
-  **Information Specialist in Context**
These courses provide training and demonstrate knowledge regarding the role of the information specialist in context.
-  **Management Track**
These courses address topics relevant to library administration for current managers and individuals with an interest in management.
-  **Hands-on Computer Courses**
Hands-on computer courses are held at offsite facilities in Minneapolis, MN, not at the Minneapolis Convention Center, Hilton Minneapolis, or Hyatt Regency Minneapolis. Transportation will not be provided unless indicated below. Maps are available at the MLA Registration Center and Hospitality Center. Transportation provided for CE 401, CE 600, and CE 602.



MLA will host three eLearning opportunities during MLA '11. MLA members who are not able to attend the meeting will be able to participate in live web-based versions of the courses.



Friday, May 13

10:00 a.m.–5:00 p.m. (central time)

 **CE305** Walking in Nurse's Shoes: Info Needs from Novice to Expert


Saturday, May 14

1:00 p.m.–5:00 p.m. (central time)

  **CE203** Valuing Your Library: Needs Assessment, Program Development, Program Evaluation

Wednesday, May 18

1:00 p.m.–5:00 p.m. (central time)

  **CE704** Evidence-based Medicine: Introduction to Study Design and Critical Appraisal

Friday, May 13

8:00 a.m.–5:00 p.m.

CE500 The Medical Library's Role in E-science and Data Sharing

↳ Minneapolis Convention Center, L100G

CE600 Rapid Web-based Course Development: A Hands-on Workshop

↳ Offsite Facility: Health Sciences Libraries, Diehl Hall

10:00 a.m.–5:00 p.m.

ISIC CE300 Walking in Nurse's Shoes: Info Needs from Novice to Expert

↳ Minneapolis Convention Center, L100H

8:00 a.m.–noon

ISIC CE301 Diagnostic Error and Patient Safety: Team Up and Tackle It

↳ Minneapolis Convention Center, L100C

CE400 Understanding Usage Statistics and Using Them as a Decision-making Tool

↳ Minneapolis Convention Center, L100A

CE501 Rethinking Connections with Our Users: Incorporating Mobile Devices into Library Services

↳ Minneapolis Convention Center, L100B

1:00 p.m.–5:00 p.m.

CE502 Electronic Resources Management Systems (ERMS) 101

↳ Minneapolis Convention Center, L100B

Saturday, May 14

8:00 a.m.–5:00 p.m.

EST CE401 Medical Subject Headings (MeSH) for Searchers

↳ Offsite Facility: Health Sciences Libraries, Diehl Hall

8:00 a.m.–3:00 p.m.

CE101 Copyright for Health Sciences Librarians

↳ Minneapolis Convention Center, L100G

MT CE200 Marketing as if Your Library Depended on It

↳ Minneapolis Convention Center, L100F

8:00 a.m.–noon

MT CE201 Behind Closed Doors: Politics in the Library

↳ Minneapolis Convention Center, L100B

EST CE302 PubMed Rediscovered: Hidden Treasures in Searching

↳ Offsite Facility: Minneapolis Community and Technical College

CHIS CE304 The Canny Consumer: Resources for Consumer Health Decision Making

↳ Offsite Facility: Minneapolis Community and Technical College

CHIS CE700 Finding Info in Numbers and Words: Data Analysis for Health Information Outreach

↳ Minneapolis Convention Center, L100A

EST CE701 Searching in Support of Systematic Reviews

↳ Minneapolis Convention Center, L100C

1:00 p.m.–5:00 p.m.

ISIC CE102 Nurses, Magnet Designation, and Library Services

↳ Minneapolis Convention Center, L100B

CHIS MT CE202 Valuing Your Library: Needs Assessment, Program Development, Program Evaluation

↳ Minneapolis Convention Center, L100A

CE702 Forging a Path for Translational Science Support at Your Institution: A Roadmap for Success

↳ Minneapolis Convention Center, L100C

Wednesday, May 18

1:00 p.m.–5:00 p.m.

CHIS CE303 Beyond an Apple a Day: Providing Consumer Health Information at Your Library

↳ Offsite Facility: Minneapolis Community and Technical College

DIS CE306 Resources for Disaster Preparedness and Response

↳ Offsite Facility: Minneapolis Community and Technical College

CE602 Entry to the Genome World: Genome Browsers






↳ Offsite Facility: Health Sciences Libraries, Diehl Hall


EBP ISIC CE703 Evidence-based Medicine: Introduction to Study Design and Critical Appraisal

↳ Minneapolis Convention Center, L100C

This section provides a daily schedule and location of official activities related to MLA '11 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 pages 61–67 for a quick reference to section activities.

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

-  Informal Meetings
-  Open Forums
-  Plenary Sessions
-  Poster Sessions
-  Sections
-  Sunrise Seminars
-  Technology Showcases

 Video of session planned; on MLANET 24 hours after session

 Research Papers

The triangle symbol following a title represents a research-oriented paper or poster. This research designation is determined by the author during the abstract submission process. Papers with a research designation will be considered for Research Section awards. The Research Section hopes that the research symbol will highlight the vital research MLA members are doing and encourage members to actively engage in evidence-based practice.

Friday, May 13, 2011

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

 Hilton Minneapolis, Duluth, Third Floor

Saturday, May 14, 2011

8:00 a.m.–5:00 p.m.

Continuing Education

See pages 18–19

12:30 p.m.–5:00 p.m.


Informal Meeting

NLM/AAHSL Leadership Fellows Program Leadership Institute

 Hilton Minneapolis, Directors Row 1, Third Floor


3:00 p.m.–5:00 p.m.

Leaders Orientation

 Hilton Minneapolis, Salon E/F, Third Floor

5:30 p.m.–7:30 p.m.

Welcome Reception and Opening of the Hall of Exhibits

 Minneapolis Convention Center, Exhibit Hall A, Lower Level
Ticketed event.

Sunday, May 15, 2011

6:30 a.m.–7:30 a.m.

Majors 23rd Annual Walk for Fun

 Meeting Place: Hilton Minneapolis Lobby

7:00 a.m.–8:15 a.m.

Sunrise Seminars

EBSCO Publishing: Computerized Provider Order Entry (CPOE), Order Sets, Meaningful Use: How Libraries Fit In

 Minneapolis Convention Center, Room 101B, Level One

As part of the American Recovery and Reinvestment Act of 2009 (ARRA), the federal government has allocated funds to encourage increased usage of electronic health record (EHR) technology by hospitals and clinicians. This session will explore what that means for librarians and how you can participate in these initiatives.

Krames StayWell Patient Education Solutions

Overview

📍 Minneapolis Convention Center, Room 101C, Level One
Krames StayWell is the leading provider of health communication and patient education programs, offering a line of integrated, enterprise-wide solutions for all patient touch points across the continuum of care. Whether it's with print, mobile, or interactive, we provide solutions to help providers with patient education, marketing, and loyalty communication.

New Tools for Evidence-based Answers on Over 75,000 Natural Products and Integrative Therapies

📍 Minneapolis Convention Center, Room 101J, Level One
Natural Medicines Comprehensive Database is the most comprehensive resource of its kind, providing answers on more than 75,000 integrative therapies in 16 databases. Learn about new tools, including the Nutrient Depletion Checker, *Natural MedWatch* for reporting adverse events, *NMBER* system for rating commercial products, treatment guidelines, alternative treatment modalities, and more.

Wolters Kluwer Health | Ovid Sunrise Seminar

📍 Minneapolis Convention Center, Room 101A, Level One

7:00 a.m.–9:00 a.m.

Informal Meeting

National Network of Libraries of Medicine, Middle Atlantic Region (NN/LM MAR), Members Meeting

📍 Minneapolis Convention Center, Room 101I, Level One

7:00 a.m.–9:00 a.m.

New Members/First-time Attendees Program and Breakfast

📍 Minneapolis Convention Center, Room 102, Level One
Ticketed event, invitation only.

9:00 a.m.–10:00 a.m.

Plenary Session I: Welcome to MLA '11 and Presidential Address

📍 Minneapolis Convention Center, Ballroom A/B, Level One
Presiding: Ruth Holst, AHIP, FMLA, 2010/11 MLA President

Welcome from the President

Ruth Holst, AHIP, FMLA, 2010/11 MLA President, and Associate Director, National Network of Libraries of Medicine, Greater Midwest Region, Library of the Health Sciences, University of Illinois–Chicago

Welcome from the Midwest Chapter

Clare T. Leibfarth, President, Midwest Chapter, and Reference and Instruction Librarian and Liaison, Life and Health Sciences, University Libraries, Kent State University, Kent, OH

Welcome from the 2011 National Program Committee

Gabriel R. Rios, Cochair, 2011 National Program Committee (NPC), and Deputy Director, Lister Hill Library of the Health

Sciences, University of Alabama–Birmingham; Bart Ragon, Cochair, 2011 NPC, and Associate Director, Library Technology Services and Development, Claude Moore Health Sciences Library, University of Virginia–Charlottesville; Linda A. Watson, AHIP, FMLA, Cochair, Local Assistance Committee (LAC), 2011 NPC, and Director, Health Science Libraries, University of Minnesota–Minneapolis; and Dawn Littleton, Cochair, LAC, 2011 NPC, and Assistant Professor, Medical Education, Mayo Clinic Libraries, Rochester, MN

Presidential Address

Ruth Holst, AHIP, FMLA, 2010/11 MLA President

10:00 a.m.–10:30 a.m.

Beverage Break/ReThink Conversations 1

📍 Minneapolis Convention Center, Ballroom A/B Lobby, Level One

10:30 a.m.–noon

Plenary Session II: John P. McGovern Award Lecture

Sponsored by EBSCO Information Services. Established with a donation from the John P. McGovern Foundation.

📍 Minneapolis Convention Center, Ballroom A/B, Level One

Introduction: Gabriel R. Rios, Cochair, 2011 National Program Committee, and Deputy Director, Lister Hill Library of the Health Sciences, University of Alabama–Birmingham

Lecturer: Clay Shirky

noon–2:00 p.m.

Chapter Council Presents Chapter Sharing Roundtables Luncheon

📍 Minneapolis Convention Center, Room 102, Level One
Ticketed event. No onsite ticket sales.

Sponsored by UpToDate.

noon–5:00 p.m.

Exhibits Open

📍 Minneapolis Convention Center, Exhibit Hall A, Lower Level

12:30 p.m.–1:00 p.m.

Technology Showcase

Oxford University Press: 2011 Oxford Journals Medicine Collection and Archive

📍 Minneapolis Convention Center, Technology Showcase Stage, Exhibit Hall A, Lower Level

Featuring the highly cited journals of the Infectious Diseases Society of America, the 2011 Oxford Journals Medicine Collection includes sixty-eight journals across fields such as oncology, cardiology, reproductive medicine, gerontology, and public health. The 2011 medicine archive includes fifty-one journals with the option to subscribe or purchase this collection.

Daily Program | Sunday, May 15, 2011

12:30 p.m.–1:30 p.m.

Informal Meeting

EBSCO Publishing Biomedical Library Lunch and Learn

↳ Minneapolis Convention Center, L100A/B/C, Lower Level

1:30 p.m.–2:00 p.m.

Technology Showcase

McGraw-Hill Professional: PAEasy — The Best Study Aid for the PANCE and PANRE

↳ Minneapolis Convention Center, Technology Showcase Stage, Exhibit Hall A, Lower Level

Join us for an overview of the newly relaunched PAEasy, an online test-preparation product that allows physician assistant students to prepare for their PANCE and PANRE exams. With a new and improved interface, PAEasy now features institutional access, administrative reporting tools, and remediation linked to Lange library on AccessMedicine.

2:00 p.m.–3:00 p.m.

Informal Meeting

EBSCO: Maximizing Efficiency and Value in Collection Management and Discovery

↳ Minneapolis Convention Center, Room 101C, Level One
Invitation only.

Poster Sessions 1

↳ Minneapolis Convention Center, Exhibit Hall A, Lower Level

See pages 38–44 for a listing of poster presentations and presenters.

2:30 p.m.–3:00 p.m.

Beverage Break

↳ Minneapolis Convention Center, Exhibit Hall A, Lower Level

Technology Showcase

McGraw Hill Professional: AccessPediatrics: Spanning the Study and Practice of Pediatrics

↳ Minneapolis Convention Center, Technology Showcase Stage, Exhibit Hall A, Lower Level

AccessPediatrics from McGraw-Hill is a new, online resource offering pediatric residents, medical students, and educators an unparalleled suite of text and tools. Combining multimedia, board review, and quick reference materials with a Custom Curriculum tool that enables robust resident tracking, AccessPediatrics meets the diverse, educational needs of aspiring pediatricians everywhere.

3:00 p.m.–4:30 p.m.

MLA Business Meeting

↳ Minneapolis Convention Center, Ballroom A/B, Level One
Presiding: Ruth Holst, AHIP, FMLA, 2010/11 MLA President

Agenda

- Announcements
- In Memoriam
- Member Recognition
- Call to Order
- Announcements and Election Results
- New Business
- Treasurer's Report: Jane L. Blumenthal, AHIP, Treasurer, MLA, and Director, Health Sciences Libraries, University of Michigan–Ann Arbor
- Executive Director's Report: Carla J. Funk, CAE, Hon. FCLIP
- Annual Report
- Old Business

3:30 p.m.–4:00 p.m.

Technology Showcase

EBSCO Information Services: Nursing Reference Center: What's New

↳ Minneapolis Convention Center, Technology Showcase Stage, Exhibit Hall A, Lower Level

Nursing Reference Center contains evidence-based, point-of-care nursing content including condition and treatment overviews, red flags, interactions, guidelines, and proprietary Evidence-Based Care Sheets and Quick Lessons. Hospitals using Nursing Reference Center and CINAHL with Full Text satisfy applicable Joint Commission standards and help meet American Nurses Credentialing Center Magnet program model components status criteria.

4:30 p.m.–5:00 p.m.

Technology Showcase

Elsevier: Embase: Evidence-based Medicine Support for Medical Librarians

↳ Minneapolis Convention Center, Technology Showcase Stage, Exhibit Hall A, Lower Level

Embase at MLA '10 last year introduced "The Embase Game," where medical librarians were given a list of issues, identified as holding back evidence-based medicine, and asked to come up with ideas on how to overcome these issues. This year, the Embase team will share developments with you on how Embase is better addressing some of the needs of medical librarians when it comes to evidence-based medicine.

4:30 p.m.–6:00 p.m.

Section Programs 1

2011 National Program Committee

Ignite MLA

📍 Minneapolis Convention Center, Room 101D/E, Level One
Ignite your mind. Come witness a new type of presentation. The MLA Ignite session will be a fast-paced and fun gathering where twelve speakers each have five minutes to tell you about the latest in health, information, and technology. Slides auto advance every fifteen seconds, making this an energetic and exciting session that will keep you on the edge of your seat. Topics were solicited in April to discover the most recent and relevant themes impacting our profession. Session and speaker details will be published in the *Official Program* addendum and on SCHED, the online itinerary planner.

Dental Section

Fifth Annual Lecture on the Evidence Base, Rethinking the Librarian's Role in Electronic Health Records (EHRs), Personal Health Records (PHRs), and Electronic Medical Records (EMRs): A Place at the Table

Sponsored by STAT!Ref.

Cosponsored by Consumer and Patient Health Information Section, Health Association Libraries Section, Medical Informatics Section, Nursing and Allied Health Resources Section, New Members SIG

📍 Minneapolis Convention Center, Room 101A, Level One
Moderator: Elizabeth Kettell, Librarian, Health Science Libraries and Technologies, University of Rochester, Rochester, NY

Getting Invited to the Table: Using Pilot Projects to Demonstrate Library Value

Mary Beth Schell, Jim Curtis, and Adam Dodd

Invite Yourself to the Table: Librarians Contribute to Their Hospital System Electronic Medical Record ▲

Margaret M. Bandy, AHIP, FMLA, Susan Brandes, and Karen K. Wells

The Role of Clinical Decision Support in Improving the Safety, Quality, and Efficiency of Patient Care at Exempla Healthcare

Terri Casterton

Hospital Libraries Section

The T-shaped Librarian

Cosponsored by Consumer and Patient Health Information Section, Complementary and Alternative Medicine SIG, Corporate Information Services Section, Leadership and Management Section, Molecular Biology and Genomics SIG, Library Marketing SIG

📍 Minneapolis Convention Center, Room 101F/G, Level One
Moderator: Margo Coletti, AHIP, Director, Knowledge Services, Beth Israel Deaconess Medical Center, Boston, MA

Embedding Clinical Tools in the Clinical Culture at Stanford

Heidi A. Heilemann, AHIP

Model Template for a Health Care Knowledge Management Center

Mark Goldstein, AHIP

Use Your Expertise to Help Your Community with Their Knowledge Management Needs

Margaret M. Bandy, AHIP, FMLA

Finding New Ways to Support the Creative Life of an Academic Medical Center: Developing a Nursing Publications Database

David C. Stewart, AHIP

Medical Library Education Section

Instructional Best Practices

Cosponsored by Complementary and Alternative Medicine SIG, Educational Media and Technologies Section, History of the Health Sciences Section, Libraries in Curriculum SIG, Outreach SIG

📍 Minneapolis Convention Center, Room 101B, Level One
Moderator: Jodi L. Philbrick, Health Informatics Course Coordinator, Department of Library and Information Sciences, College of Information, University of North Texas–Denton

Beyond Sutures: Integrating Library Instruction into Surgery Clerkship and Measuring the Results: A Cautionary Tale ▲

Julia Whelan, AHIP, Elizabeth Breen, P. Scott Lapinski, and Gita Mody

Using Role Play to Teach Literature Search Skills to Pharmacy Students ▲

Jennifer R. Martin, Sandra S. Kramer, and Marion K. Slack

Preparing Students to Practice Evidence-based Medicine in Residency: Rethinking Pre-post Evaluation Method after a Pilot Course ▲

Assako N. Holyoke and James J. Deckert

Group Activities in Online Instruction: A Social Knowledge-sharing Group Exercise to Evaluate the Implementation of the National Library of Medicine's 2006–2016 Long Range Plan ▲

Charles J. Greenberg

Research Section

Refining Research: From Start to Finish

Cosponsored by Medical Library Education Section, Medical Informatics Section, Osteopathic Libraries SIG

📍 Minneapolis Convention Center, Room 101C, Level One
Moderator: Carole M. Gilbert, AHIP, FMLA, Library Technician Program, Oakland Community College, Auburn Hills, MI

First a Good Question and Then an Appropriate Research Method

Michelynn McKnight, AHIP

Refining the Process and Doing the Work

Ellen G. Detlefsen

Getting to the Heart of the Matter: An Overview of Research Data Collection and Analysis

Ana D. Cleveland, AHIP

Disseminating Your Results

Joanne Gard Marshall, FMLA

Section Council

Next Steps: The Future (General Topic Session)

Cosponsored by Library Marketing SIG, New Members SIG

↳ Minneapolis Convention Center, Room 101J, Level One

Moderator: Melissa L. Rethlefsen, Education Technology Librarian, Mayo Clinic Libraries, Mayo Clinic, Rochester, MN

The Twenty-first Century Health Information Professional: What Skills and Knowledge Are Required by Employers? △

Karen Davies

Applying the Knowledge Commons Concept to Health Sciences Libraries

Valerie A. Lynn, AHIP, and Nancy I. Henry, AHIP

Going the Distance: Leveraging Social Media Tools to Engage Library Users

Emily Mazure, AHIP, Shannon D. Jones, AHIP, Jennifer McDaniel, AHIP, Andrew Bain, and Thelma Mack

The Next Generation of Auto Alerts △

Linda M. Hartman, AHIP, and Andrea Ketchum, AHIP

Rethinking Information Delivery: Using a Natural Language Processing Application for Point-of-care Data Discovery △

T. Elizabeth Workman and Joan M. Stoddart, AHIP

Technical Services Section

Rethinking Technical Services

Cosponsored by OCLC SIG

↳ Minneapolis Convention Center, Room 101I, Level One

Moderator: Judy Kraemer, Director, Long Beach/Parks Medical Library, Long Beach Memorial Medical Center/Miller Children's Hospital, Long Beach, CA

The Method Behind the Madness: Explaining the Philosophy Behind Resource Description and Access to Technical Services Staff and Nontechnical Librarians

Megan Curran

The Case of E-book Management: A Multiple Access Points Approach

Jie Li, AHIP, Robert M. Britton, Justin C. Robertson, AHIP, and Andrea L. Wright

Rethinking Book Acquisitions: An Analysis of Book Usage over Time △

I. Diane Cooper, AHIP, and Karen G. Smith

Rethinking Collection Development: A Case Study of Purchasing a Bioinformatics Software Tool △

Courtney Crummett

6:00 p.m.–7:00 p.m.

International Visitors Reception

Sponsored by The New England Journal of Medicine.

↳ Hilton Minneapolis, Symphony I/II, Second Floor

For International Cooperation Section members and international attendees.

Monday, May 16, 2011

7:00 a.m.–8:15 a.m.

Sunrise Seminars

EBSCO Information Services: Improve Patient Outcomes with Evidence-based Nursing and Allied Health Resources

↳ Minneapolis Convention Center, Room 101B, Level One
EBSCO Publishing provides clinical content covering practice-related and research information needs for nurses and allied health professionals. Nursing Reference Center, the first point-of-care resource for nurses, includes evidence-based nursing content including condition and treatment overviews. CINAHL, covers nursing, health sciences librarianship, alternative and complementary medicine, consumer health, and seventeen allied health disciplines.

Krames StayWell Patient Education Solutions Overview

↳ Minneapolis Convention Center, Room 101C, Level One
Krames StayWell is the leading provider of health communication and patient education programs, offering a line of integrated, enterprise-wide solutions for all patient touch points across the continuum of care. Whether it's with print, mobile, or interactive, we provide solutions to help providers with patient education, marketing, and loyalty communication.

National Library of Medicine (NLM): NLM Online Users' Meeting

↳ Minneapolis Convention Center, Room 101J, Level One
NLM staff will highlight recent accomplishments and indicate new developments in a variety of online systems including MEDLINE/PubMed, MedlinePlus, and other NLM products.

Wolters Kluwer Health | Ovid Sunrise Seminar

📍 Minneapolis Convention Center, Room 101A, Level One

7:00 a.m.–9:00 a.m.

Informal Meetings

The Cochrane Library

📍 Minneapolis Convention Center, Room 101I, Level One

EFTS Update Session

📍 Minneapolis Convention Center, Room M100I, Mezzanine Level

EOS Seminar

📍 Minneapolis Convention Center, Room, L100F, Lower Level

9:00 a.m.–10:00 a.m.

Plenary Session III: Janet Doe Lecture ◀◀

📍 Minneapolis Convention Center, Ballroom A/B, Level One

Introduction: Ana D. Cleveland, AHIP, Regents Professor and Director, Health Informatics and Houston Programs, Department of Library and Information Sciences, College of Information, University of North Texas–Denton

Lecturer: T. Scott Plutchak, AHIP, Director, Lister Hill Library of the Health Sciences, University of Alabama–Birmingham

10:00 a.m.–10:30 a.m.

Beverage Break/ReThink Conversations 2

📍 Minneapolis Convention Center, Exhibit Hall A, Lower Level

Sponsored by BMJ Publishing.

10:00 a.m.–noon

Exhibits Open

📍 Minneapolis Convention Center, Exhibit Hall A, Lower Level

10:30 a.m.–11:00 a.m.

Technology Showcase

Berkeley Electronic Press: Institutional Repositories: Enhanced Visibility for Medical Schools

📍 Minneapolis Convention Center, Technology Showcase Stage, Exhibit Hall A, Lower Level

Learn how a growing number of medical schools—including Thomas Jefferson University, University of Massachusetts, and Washington University—are creating dynamic, campus-based digital repositories to preserve and showcase their intellectual output. Topics include:

- showcasing student scholarship
- publishing journals, newsletters, and magazines
- collecting research center and institute materials (e.g., to support Clinical and Translational Science Awards institutions)

10:30 a.m.–noon

Section Programs 2

Cancer Librarians Section

Revitalize Your Message

Cosponsored by Public Health/Health Administration Section, Leadership and Management Section, Library Marketing SIG, Medical Library Education Section, Molecular Biology and Genomics SIG, New Members SIG

📍 Minneapolis Convention Center, Room 101J, Level One

Moderator: Stephanie Fulton, AHIP, Associate Director, Research Medical Library, University of Texas MD Anderson Cancer Center–Houston

Why Are You Here? Using an Elevator Speech to Achieve Integration into a Clinical Team

Julia Esparza, AHIP

Now That They Are Here: Equipping New Librarians to Deliver Their Elevator Speech!

Shannon D. Jones, AHIP

Why Don't You Have One Yet? Creating and Using Your Elevator Speech

Lisa K. Traditi, AHIP

Corporate Information Services Section

Being There: The Embedded Librarian

Cosponsored by Consumer and Patient Health Information Section, Institutional Animal Care and Use SIG, Library Marketing SIG, Molecular Biology and Genomics SIG, Pharmacy and Drug Information Section

📍 Minneapolis Convention Center, Room 101I, Level One

Moderator: Janette Schueller, AHIP, retired, Battelle Seattle Research Center, Seattle, WA

Integrating Embedded Clinical Informationists into the Users' Workflows: Real-time Interactive Asking and Answering Clinical Questions

Amy E. Allison, AHIP, Kevin D. Bradford, Anna Getselman, and John Nemeth

Collaborating in a Personalized Medicine Initiative: Provision of a Pharmacogenetics Consult Service

Tracy C. Shields, Mary Beth Bauer, Annette M. Williams, Michael Laposata, and Nunzia B. Giuse, AHIP, FMLA

Embedded Clinical Medical Librarian: Assisting Patient Care on the Front Lines ◀

Julia Esparza, AHIP, and Marianne Comegys

Embedded Librarian in Two Nurse-managed Clinics: Providing Health Information and Education to Vulnerable and Underserved Patients ▶

Clista Clanton, AHIP

Being There, There, and There: Using Research Methodology to Evaluate the Effectiveness of Librarians Embedded in Chart Rounds in a Multi-center Family Medicine Residency Program

Leonard Levin, AHIP, Judy Nordberg, and Heather-Lyn Haley

Federal Libraries Section

Rethinking Our Value: Determining Return on Investment (Part 1)

Cosponsored by Library Marketing SIG

📍 Minneapolis Convention Center, Room 101F/G, Level One
Moderator: James King, Information Architect, NIH Library, National Institutes of Health, Bethesda, MD

Calculating the Return on Investment of Health Sciences Libraries

Nancy N. Woelfl

Rethinking Our Value: Federal Libraries Value Project

Terrie R. Wheeler, Edward J. Poletti, AHIP, Priscilla L. Stephenson, Janet Heekin, Jane A. Pellegrino, AHIP, Pamela Scott, Mary E. Ryan, Ann Russell Potter, AHIP, Kathy S. Parker, AHIP, Mary Virginia Taylor, Nancy Terry, Anne White-Olson, and Barbara Brandys

Rethinking Our Value: Design and Early Results from the National Network of Libraries of Medicine (NN/LM), Middle Atlantic Region (MAR), Value Study

Joanne Gard Marshall, FMLA, Julia F. Sollenberger, FMLA, Sharon Easterby-Gannett, AHIP, Mary Lou Klem, Lynn Kasner Morgan, Kathleen (Kate) Burr Oliver, Karen Brewer, AHIP, FMLA, Susan Cavanaugh, Kathel Dunn, Sue Hunter, Neil Romanosky, and Cheryl A. Thompson

Information Workflow of Academic Researchers in the Changing Technological Environment: An Interview Study

Michael L. Newman

Medical Informatics Section

Top Tech Trends V

Cosponsored by Educational Media and Technologies Section

📍 Minneapolis Convention Center, Room 101D/E, Level One
Moderator: Michelle Kraft, AHIP, Senior Medical Librarian, Cleveland Clinic Alumni Library, Cleveland Clinic, Cleveland, OH

Top Tech Trends

Panelists: Eric Schnell, Bart Ragon, Wallace McLendon, Emily G. Morton-Owens, Emily J. Hurst, and Amy J. Chatfield

Nursing and Allied Health Resources Section

Evidence-based Collection Development in the New Millennium: Doing Better What We Have Always Done Well

Cosponsored by Collection Development Section, Technical Services Section

📍 Minneapolis Convention Center, Room 101H, Level One
Moderator: Heidi M. Schroeder, AHIP, Health Sciences Librarian, Michigan State University Libraries, Michigan State University–East Lansing

Gathering the Evidence for E-book Collection Development: A Survey of Academic and Clinical Library Users

Barbara L. Folb, Charles B. Wessel, and Leslie J. Czechowski

An Evidence-based, Data-driven Approach to Building Useful E-book Collections

Karen S. Grigg, AHIP, Emma Cryer, and Richard A. Peterson, AHIP

Rethinking Collection Development Strategies: Exploring Author Publications as Evidence for Journal Subscription Decisions

Kathleen Amos, AHIP, Alice Weber, AHIP, Allyson Mower, Mary Ann James, Mary E. Youngkin, and Joanne Yaffe

Specialty Board Reading Lists as Selection Guides

Jessica R. Page, Kristine M. Alpi, AHIP, Heather K. Moberly, AHIP, and Vicki F. Croft, AHIP

Public Services Section

Rethinking Assessment

Cosponsored by Clinical Librarians and Evidence-Based Health Care SIG, Library Marketing SIG, Research Section, Osteopathic Libraries SIG

📍 Minneapolis Convention Center, Room 101C, Level One
Moderator: Kimberly Pullen, Head and Liaison Librarian, Medical Library, Louisiana State University Health Sciences Center–Shreveport

Assessment Journey: Warning Signs, Change Indicators, New Opportunities

Barbara Abu-Zeid, Amy E. Allison, AHIP, Sandra G. Franklin, AHIP, and Anna Getselman

Pervasive Assessment: Integrating Assessment into the Organization

Betsy Kelly and Claire Hamasu

Using Information Management Competencies Drives Objectives and Evaluation

Marie T. Ascher, AHIP, and Diana J. Cunningham, AHIP

Assessing Reference Services Using the Reference Effort Assessment Data (READ) Scale

Penny Coppernoll-Blach, AHIP, and Dominique Turnbow

Relevant Issues Section

Rethinking Health Information: Creating Outreach Initiatives, Projects, and Programs to Reach Special Populations

Cosponsored by African American Medical Librarians Alliance SIG; Lesbian, Gay, Bisexual, and Transgendered

Health Science Librarians SIG

📍 Minneapolis Convention Center, Room 101B, Level One
 Moderator: Max Anderson, Technology Coordinator, National Network of Libraries of Medicine, Greater Midwest Region, Chicago, IL

TU Teen Health: An Outreach Pilot Project at Tuskegee University

Margaret K. Alexander

Informed Innovations in Community Outreach: Analyzing Data to Effectively Deliver Health Information

Brenda M. Linares

Touch Technology Multilingual Health Information Project

Lisa Massengale

General and Environmental Health Education Outreach to K–12 Students and Teachers

Alla Keselman

Veterinary Medical Libraries Section

One Medicine/One Health: Interdisciplinary Collaborations

Cosponsored by Institutional Animal Care and Use SIG, Molecular Biology and Genomics SIG, Pharmacy and Drug Information Section

📍 Minneapolis Convention Center, Room 101A, Level One
 Moderator: Christine Foster, AHIP, Deputy Director, Medical Sciences Library, Texas A&M University–College Station

Partnering with Student Health Services to Provide Quality Zoonotic Disease Prevention Information △

Kristine M. Alpi, AHIP, Carol E. Vreeland, AHIP, and Rhea M. Hebert

Identifying and Analyzing Interdisciplinary and Interinstitutional Research from United States Veterinary Colleges △

Gregory K. Youngen, Jessica R. Page, Heather K. Moberly, AHIP, and Barbara Hamel

The Interdisciplinary Village △

Linda M. Hartman, AHIP

Discovering Our Research Impact: A Bibliometric Exploration of What Journals and Disciplines Are Citing Our Work △

Michael A. Coffman and Mark E. Hopkins

11:30 a.m.–noon

Technology Showcase

EBSCO Information Services: DynaMed: What's New

📍 Minneapolis Convention Center, Technology Showcase Stage, Exhibit Hall A, Lower Level

DynaMed, a point-of-care reference, provides health care professionals with the best available evidence to support clinical decision making. DynaMed is updated daily and has a rigorous process to provide summaries of the most valid, clinically relevant research results and to synthesize these summaries—providing clinicians with comprehensive answers to clinical questions.

noon–1:30 p.m.

MLA Awards Ceremony and Luncheon

📍 Minneapolis Convention Center, Ballroom A/B, Level One
 Ticketed event. Tickets available at the MLA Registration Center until 5:00 p.m. on Saturday, May 14, 2011.

Sponsored by UpToDate.

1:15 p.m.–5:00 p.m.

Exhibits Open

📍 Minneapolis Convention Center, Exhibit Hall A, Lower Level

1:30 p.m.–2:00 p.m.

Technology Showcase

STAT!Ref: Cloud 2 Health Care Database Technologies and Evolution

📍 Minneapolis Convention Center, Technology Showcase Stage, Exhibit Hall A, Lower Level

Cloud 2 is the trend that health care libraries are experiencing in the convergence of cloud computing, social networking, and mobile applications. The way a health care professional works is fundamentally changing. STAT!Ref will continue to innovate to stay on top of these changes. Our web event will provide you with the education, expertise, and insight you need to thrive in today's environment and stay ahead of the technology curve.

1:30 p.m.–2:30 p.m.

Academy of Health Information Professionals Q&A Session

📍 Minneapolis Convention Center, Room 101F/G, Level One
 Join MLA's Credentialing Committee for an overview of the academy, followed by a question-and-answer session.

2:00 p.m.–3:00 p.m.

Open Forums

Open Forum: Changing Face of Scholarly Communications

📍 Minneapolis Convention Center, Room 101C, Level One
 Join the Ad Hoc Committee for Advocating Scholarly Communications and the Collection Development Section for a panel discussion on the changing landscape of scholarly communication and the impact of these changes on academic and hospital libraries. The program will provide an overview of the ad hoc committee's 2010 survey and an

update on the National Institutes of Health public access policy. Panelists will then highlight some key issues and engage participants in a discussion of new roles and challenges for libraries in areas such as acquisition and licensing of e-books, the role of the library as publisher, resource sharing, and research data curation.

Open Forum: Library Solutions to Tracking Scholarly Publications

↳ Minneapolis Convention Center, Room 101A, Level One

In a scholarly world, it has always been important to track an individual's research output and impact. Now, today's focus on return on investment and cross-disciplinary collaboration has made tracking departmental and institutional research output and impact just as critical. In this open forum, representatives from several institutions will discuss their solutions, varying from homegrown databases to SciVal, from blogs to comprehensive faculty social networking tools. A brief panel discussion will be followed by a question-and-answer session, where audience members will have the opportunity to discuss their own solutions and ask panel members questions. The session will focus on the technology and tools needed to implement an institutional bibliographical database, authority control and database design, institutional usage, and librarian participation.

Open Forum: MegaMeeting Instruction

↳ Minneapolis Convention Center, Room 101D/E, Level One

MLA and its instructors, units, and chapters can use MegaMeeting software to conduct virtual meetings and continuing education courses. MLA staff member Kate Corcoran will discuss how to use this software for a variety of applications.

Open Forum: MLA Membership Dues

↳ Minneapolis Convention Center, Room 101J, Level One

You are invited to discuss the recommended dues increase, which, if approved by members, would be phased in over 2012 and 2013. Dues enable MLA to provide desired programs and services and to advocate on behalf of the profession. Membership support in the form of dues also allows MLA to respond quickly and effectively to new issues that affect you, the members, and your libraries. Come express your views on the value of our collective voice in MLA.

Open Forum: Rising Stars

↳ Minneapolis Convention Center, Room 101B, Level One

The MLA Emerging Leaders Task Force will present a review of the MLA "Rising Stars" leadership development pilot program, including presentations by rising stars Karen L. Hanus, AHIP, assistant director, Libraries, Medical College of Wisconsin–Milwaukee; Emily J. Hurst, technology coordinator, National Network of Libraries of Medicine, South Central Region, Houston Academy of Medicine–Texas Medical Center–Houston; Rex R. Robison, informationist, NIH Library, National Institutes of Health, Bethesda, MD; and Robert Johnson, research librarian, Nursing, Science Library, University of California–Irvine, concerning their projects.

2:30 p.m.–3:00 p.m.

Beverage Break

↳ Minneapolis Convention Center, Exhibit Hall A, Lower Level

Technology Showcase

The All New Faculty of 1000

↳ Minneapolis Convention Center, Technology Showcase Stage, Exhibit Hall A, Lower Level

Faculty of 1000 (F1000) provides trusted opinion on the most important advances in the life sciences. Ten thousand expert researchers and clinicians deliver authoritative insights and analysis. In this quick half-hour presentation, we will highlight why F1000 is a crucial resource for any medical library.

3:00 p.m.–4:30 p.m.

Section Programs 3

Educational Media and Technologies Section

Technology and Library Instruction

Cosponsored by Libraries in Curriculum SIG

↳ Minneapolis Convention Center, Room 101F/G, Level One

Moderator: James Dale Prince, AHIP, Technology Coordinator, National Network of Libraries of Medicine, Southeastern/Atlantic Region, Baltimore, MD

An Analysis of Academic Health Sciences Library Videos Available through YouTube

Thane Chambers

Reaching Students on Their Turf: Course Management Software Trends in Health Sciences Information Literacy

Tierney Lyons and Stefanie Warlick

Librarians' Involvement in a Course Management Tool and an Evolving Instructional Design Role

Aileen McCrillis, Jamie M. Graham, Karen L. Hanson, Stephen Maher, Richard McGowan, Karen Yacobucci, Dorice Vieira, and Emily G. Morton-Owens

Reaching the Masses: Multimedia Biomedical Instruction at the Point of Need

Carrie L. Iwema and Ansuman Chattopadhyay

History of the Health Sciences Section

Remember, Rethink, and Reinvent: Using History to Show the Way

↳ Minneapolis Convention Center, Room 101D/E, Level One

Moderator: Patricia E. Gallagher, AHIP, Senior User Services Librarian, Library, New York Academy of Medicine–New York

Vesalius, *De Humani Corporis Fabrica*, and Today's Evidence-based Medicine

Robert Cagna, AHIP

Diagnostic Related Groups Demand Informed Consumers

Helen-Ann B. Epstein, AHIP, and Rhonda J. Allard

Rethinking Instruction: The Historical Relationship Between Library Instruction and Medical Education

Rebecca S. Graves, AHIP

How Not To Be a Crash Test Dummy: Lessons in Survival from the Rust Belt

Nadia J. Lalla and Scott Hanley


Rethinking Parasitology Research: Reinventing the Index Catalogue of Medical and Veterinary Zoology

Heather K. Moberly, AHIP, Esther Carrigan, AHIP, Derek Halling, Nancy Burford, AHIP, Gail Clement, Trenton Boyd, AHIP, FMLA, and Sidney A. Ewing

International Cooperation Section

Collaborating across Borders to Improve Health Information Delivery

Cosponsored by Public Health/Health Administration Section

 Minneapolis Convention Center, Room 101I, Level One
Moderator: Brian P. Bunnett, AHIP, Director, Library and Education Services, Health Sciences Library and Informatics Center, University of New Mexico–Albuquerque

A Solution in Sight: South-South and South-North Collaboration to Improve Access to the World's Ophthalmic Information

Pamela C. Sieving, AHIP, Bette Anton, and Suzanne S. Gilbert

The Frontera Collaboration: Promoting Evidence-based Practice in the US–Mexico Border Region

Keith Cogdill, AHIP, Kathleen Carter, Graciela Reyna, Lorely Ambriz, Barbara Nail-Chiwetalu, Patricia Bradley, AHIP, Brooke Billman, AHIP, Yamila El-Khayat, Annabelle Nunez, Jeanette Ryan, Brett Kirkpatrick, and Julie Trumble

Supporting Evidence-based Medicine Training and Implementation in Haiti

Emily J. Vardell


A Passage to Armenia: Medical Librarians as International Fulbright Specialists

Charles J. Greenberg

Leadership and Management Section

Rethinking Libraries in Hard Times

Cosponsored by Corporate Information Services Section, History of the Health Sciences Section, Hospital Libraries Section, Institutional Animal Care and Use SIG, Library Marketing SIG, Pharmacy and Drug Information Section, Public Services Section, Veterinary Medical Libraries Section

 Minneapolis Convention Center, Room 101B, Level One
Moderator: Janet L. Hobbs, AHIP, Manager, Medical Library, Cedars-Sinai Medical Center, Los Angeles, CA

The Changing Face of Reference: Biomedical and Health Information Services in the Classroom, Clinic, and Beyond

Michele R. Tennant, AHIP, Cecilia Botero, Beth Auten, AHIP, Linda C. Butson, AHIP, Mary Edwards, Nita Ferree, AHIP, Rolando Garcia-Milian, Jennifer A. Lyon, AHIP, and Hannah F. Norton, AHIP

Rethinking the Health Sciences Library as Place: Providing Service Without a Health Sciences Library

Susan K. Kendall

When the Going Gets Tough, the Tough Renegotiate Their Consortial Journal Deals

Emma Cryer, Karen S. Grigg, AHIP, and Christie Degener


The Politics of Rethinking: Building a Library Network for a Hospital System

Gretchen Hallerberg, AHIP, Marian Simonson, AHIP, and Michelle Kraft, AHIP

Medical Library Education Section

New Voices

Cosponsored by Research Section, New Members SIG

 Minneapolis Convention Center, Room 101C, Level One
Moderator: Ana D. Cleveland, AHIP, Regents Professor and Director, Health Informatics Program, University of North Texas College of Information–Denton

Flying to the Top, One Tweet at a Time: Using Social Media to Rank Online Search Results

Robyn B. Reed, Carrie L. Iwema, and Ansuman Chattopadhyay

Making Sense of Breast and Ovarian Cancer in Minority Populations: Online Information Seeking by First-degree Relatives

Peggy Gross

An Exploration and Comparison of Web Technologies Utilization in Academic Health Sciences Libraries in the South Central and Pacific Southwest Regions

Sharon Lee

Information-seeking Behavior of Health Care Professionals: Recent Trends

Katia G. Karadjova


Are We Culturally Competent? Examining the Training and Involvement of Health Information Professionals

Letrice Davis

Section Council

Education (General Topic Session)

Cosponsored by Libraries in Curriculum SIG, Medical Library Education Section

 Minneapolis Convention Center, Room 101J, Level One
Moderator: Shannon D. Jones, AHIP, Associate

Director, Research and Education, Tompkins-McCaw Library for the Health Sciences, Virginia Commonwealth University–Richmond

It's All Online: Developing and Implementing an Asynchronous Online Two-course Graduate Sequence in Health Sciences Information Services

Marisa L. Conte

Rethinking PubMed: How Effective Is Face-to-face Training

Joey Nicholson and Sharon Brown

Faculty in Doctor of Nursing Practice Programs: How Do They Use Us and How Do They See Us?

Elizabeth V. Fine

Meaningful Impact Factors: Assessing Bibliometric Education and Services

Dean Hendrix


Redefining Boundaries: Nursing Instruction at a Global University

Gurpreet K. Rana and Jody R. Lori

Veterinary Medical Libraries Section

From Bench to Bedside: Librarians' Roles in Translational Medicine

Cosponsored by Institutional Animal Care and Use SIG, Molecular Biology and Genomics SIG, Pharmacy and Drug Information Section

 Minneapolis Convention Center, Room 101A, Level One
Moderator: Norma Field Funkhouser, AHIP, Associate Professor and Veterinary Librarian, Medical Sciences Library, Texas A&M University–College Station

Clinical and Translational Science Awards Renewal Activities: A Vital Role for Libraries

Kristi L. Holmes and Cathy C. Sarli, AHIP

Perceptions of Data Needs, Data Skills, and Library Roles: A Focus Group of Translational Researchers

Tania P. Bardyn, AHIP, Taryn Resnick, AHIP, and Susan Camina

For Better or for Worse: Marrying the Library to the Clinical and Translational Science Institute to Provide Molecular Biology Information Support Services

Donna Berryman, Michele Shipley, and Julia F. Sollenberger, AHIP, FMLA

Rethinking Our Roles: Genomics and Translational Medicine for Information Professionals

Ana D. Cleveland, AHIP, Kristi L. Holmes, and Jodi L. Philbrick

Lost in Translation? Not this Library! Engaging Translational Researchers on the Bench, at the Bedside, and Beyond

Marisa L. Conte

3:30 p.m.–4:00 p.m.

Technology Showcase

EBSCO Information Services: CINAHL with Full Text and MEDLINE with Full Text

 Minneapolis Convention Center, Technology Showcase Stage, Exhibit Hall A, Lower Level

CINAHL with Full Text, the best source of full text for nursing and allied health journals, provides full text for 600+ journals indexed in CINAHL. MEDLINE with Full Text is the most comprehensive source of full text for medical journals, providing full text for nearly 1,400 journals indexed in MEDLINE.

4:30 p.m.–5:00 p.m.

Technology Showcase

EBSCO Information Services: Patient Education Reference Center

 Minneapolis Convention Center, Technology Showcase Stage, Exhibit Hall A, Lower Level

Patient Education Reference Center adds patient information to patient care with a comprehensive collection of current, evidence-based patient education handouts for clinicians to print and distribute at the point of care. Handouts are designed to enhance patient understanding of treatment of conditions, procedures, drugs, discharge, and home care to lifestyle and wellness.

Tuesday, May 17, 2011

7:00 a.m.–8:15 a.m.

Sunrise Seminars

American Psychological Association's (APA's) Sunrise Seminar

 Minneapolis Convention Center, Room 101J, Level One

This program will highlight health sciences and related content with an emphasis on evidence-based research in the APA research databases. The program includes search demonstrations on the major vendor delivery platforms, an examination of database record structure and search fields, and information on training tools available for instructional librarians.

McGraw-Hill Professional: For Librarians: Teaching Evidence-based Medicine with JAMAevidence

 Minneapolis Convention Center, Room 101A, Level One

Have you been tasked with teaching evidence-based medicine (EBM) at your institution? Join us for breakfast and an in-depth look at how to teach EBM courses using the groundbreaking JAMAevidence resource and its innovative Custom Syllabus tool. Learn how JAMAevidence can help you to continue to succeed in new educational roles.

The R2 Digital Library from Rittenhouse Book Distributors

↳ Minneapolis Convention Center, Room 101C, Level One
 The R2 Digital Library is a web-based application that aggregates e-book content from more than forty health sciences publishers in a single platform. If you are looking for e-books, the R2 Digital Library is your one source for leading publishers such as Elsevier Health Sciences; Lippincott, Williams & Wilkins; Oxford University Press; and more. The platform was conceived with an emphasis on meeting the information needs of the clinical end user and student, as well as careful attention to the work flow and collection development needs of librarians. The robust features and functionalities of the platform demonstrate how the use of emerging technologies can be utilized in the information community.

Wiley-Blackwell Evidence-Based Health Care Insider View

↳ Minneapolis Convention Center, Room 101B, Level One
 Learn the latest concepts in evidence-based health care and discover clinical decision support tools that help clinicians and nurses find quick answers anywhere, anytime. This showcase will help you ask the right questions, evaluate the latest evidence, and give you the insider view of tools adopted by libraries worldwide, *The Cochrane Library* and *Essential Evidence Plus*.

9:00 a.m.–10:00 a.m.

MLA Business Meeting II: Presidential Inaugural Address and MLA '12 Invitation ⏪

↳ Minneapolis Convention Center, Ballroom A/B, Level One
 Presiding: Ruth Holst, AHIP, FMLA, 2010/11 MLA President
Agenda

- Call to Order
- Old Business
- Recognition of Retiring Board Members
- Introduction of Incoming Board Members
- Recognition of Outgoing President
- Presidential Inaugural Address: Gerald (Jerry) Perry, AHIP, 2011/12 MLA President, and Director, Health Sciences Library, University of Colorado–Denver, Aurora, CO
- Resolutions
- Announcement of MLA Scholarship Booth Raffle Drawing

MLA '12 Invitation:

Teresa L. Knott, AHIP, Chair, 2012 National Program Committee (NPC), and Associate University Librarian and Director, Tompkins-McCaw Library for the Health Sciences, Virginia Commonwealth University–Richmond; Michelle Kraft, AHIP, Cochair, 2012 NPC, and Senior Medical Librarian, Cleveland Clinic Alumni Library, Cleveland Clinic, Cleveland, OH; Nicole Dettmar, Cochair, Local Assistance Committee (LAC), 2012 NPC, and Education and Assessment Coordinator, National Network of Libraries of Medicine, Pacific Northwest Region, Health Sciences Library, University of Washington–Seattle; and Lisa A. Oberg, Cochair, LAC, 2012 NPC, and Head, Information Services, Health Sciences Library, University of Washington–Seattle

10:00 a.m.–10:30 a.m.

Beverage Break/ReThink Conversations 3

↳ Minneapolis Convention Center, Ballroom A/B Lobby, Level One, and Exhibit Hall A, Lower Level

10:00 a.m.–3:00 p.m.

Exhibits Open

↳ Minneapolis Convention Center, Exhibit Hall A, Lower Level

10:30 a.m.–11:00 a.m.

Technology Showcase

EBSCO Information Services: Rehabilitation Reference Center

↳ Minneapolis Convention Center, Technology Showcase Stage, Exhibit Hall A, Lower Level

Rehabilitation Reference Center, an evidence-based point-of-care clinical reference tool for use by rehabilitation clinicians, provides physical therapists, occupational therapists, and rehabilitation students with the best available evidence including clinical reviews, research instruments, and more than 10,000 exercise images, which may be added to customizable patient education handouts.

10:30 a.m.–11:30 a.m.

NLM Update ⏪

↳ Minneapolis Convention Center, Ballroom A/B, Level One

11:30 a.m.–noon

Technology Showcase

Introducing Best Practice from the BMJ Group

↳ Minneapolis Convention Center, Technology Showcase Stage, Exhibit Hall A, Lower Level

Introducing a new way to get fast and accurate answers to pressing diagnostic and treatment questions. Includes highly focused disease and drug information developed for health care professionals in North America. Brought to you by the BMJ Group, a global authority in evidence-based medicine.

12:30 p.m.–1:00 p.m.

Technology Showcase

Thomson Reuters EndNote Bibliographic Update

↳ Minneapolis Convention Center, Technology Showcase Stage, Exhibit Hall A, Lower Level

Your researchers will enjoy the publishing simplicities found in EndNote, ResearcherID, and Web of Knowledge. Join us for a look at new connections between discovery and publishing, including improved support for National Institutes of Health grants. Get updates on our free training program and other resources available to your research community.

1:00 p.m.–2:00 p.m.

Legislative Update

↳ Minneapolis Convention Center, Room 101A, Level One

Invited speaker: Betsy L. Humphreys, AHIP, FMLA, Deputy Director, National Library of Medicine, Bethesda, MD

Join MLA's Governmental Relations Committee for this program, which will provide an overview of health funding, efforts to expand the National Institutes of Health public access policy to other federal agencies, and other timely and relevant information issues and policy. Governmental Relations Committee Chair Donna Timm, AHIP, will moderate.

Poster Session 2

↳ Minneapolis Convention Center, Exhibit Hall A, Lower Level

See pages 38–44 for a listing of poster presentations and presenters.

1:30 p.m.–2:00 p.m.

Technology Showcase

Krames StayWell: Electronic Patient Education and Workflow

↳ Minneapolis Convention Center, Technology Showcase Stage, Exhibit Hall A, Lower Level

Krames StayWell is the leading provider of health communication and patient education programs, offering a line of integrated, enterprise-wide solutions for all patient touch points across the continuum of care. Whether it's with print, mobile, or interactive, we provide solutions to help providers with patient education, marketing, and loyalty communication.

2:00 p.m.–3:00 p.m.

Informal Meeting

DOCLINE User Group Meeting

↳ Minneapolis Convention Center, Room L100F, Lower Level

Poster Session 3

↳ Minneapolis Convention Center, Exhibit Hall A, Lower Level

See pages 38–44 for a listing of poster presentations and presenters.

2:30 p.m.–3:00 p.m.

Technology Showcase

New Online Medical Resources from Oxford University Press

↳ Minneapolis Convention Center, Technology Showcase Stage, Exhibit Hall A, Lower Level

Oxford Scholarship Online is a vast and rapidly expanding cross-searchable library that now offers quick and easy access to the full text of nearly 5,000 Oxford books. Subject

areas covered in medicine are neuroscience, psychology, public health and epidemiology, and social work. Specially commissioned abstracts and keywords are available at book and chapter level (free to non-subscribed users), and approximately 75 new and recently published books are added each year to these medical subject areas. Also, just launched is Oxford Medicine Online, a resource that contains a wide range of clinical content led by the *Oxford Textbook of Medicine Online*. Oxford University Press also has the leading medical style book in an online version, the *AMA Manual of Style*, 10th edition.

3:00 p.m.–4:30 p.m.

Section Programs 4

Consumer and Patient Health Information Section

Serving the Information Needs of a Multilingual/Multicultural Clientele

Cosponsored by Nursing and Allied Health Resources Section, Complementary and Alternative Medicine SIG, Outreach SIG

↳ Minneapolis Convention Center, Room 101C, Level One

Moderator: Catherine Hogan Smith, AHIP, Community Services Librarian and Associate Professor, Lister Hill Library of the Health Sciences, University of Alabama–Birmingham

Increasing Access to Quality Information for New Americans: The New Americans Library and Internet Project

Judith Weinstein

Health Literacy Resources for Refugees: Is Reading Required? [△](#)

Margaret (Peg) Allen, AHIP, FMLA, Mary Alice Gillispie, Peter Yang, and MeLee Thao

Expanding Access to Culturally Diverse and Language Appropriate Health Information: The Web-based Refugee Health Information Network

Gale A. Dutcher and John C. Scott

Vocabulary and Taxonomy Issues When Searching Lesbian, Gay, Bisexual, and Transgender (LGBT) Health Literature [△](#)

Mary Jo Dorsey, AHIP

Educational Media and Technologies Section

Rethinking Portals

Cosponsored by Hospital Libraries Section; Lesbian, Gay, Bisexual, and Transgendered Health Science Librarians SIG

↳ Minneapolis Convention Center, Room 101J, Level One

Moderator: Emily J. Hurst, Technology Coordinator, National Network of Libraries of Medicine, South Central Region, HAM-TMC Library, Houston Academy of Medicine-Texas Medical Center–Houston

Managing Multiple Websites in Drupal: Selecting the Right Tool for the Job

Emily G. Morton-Owens and Dorothy Moore

The Cake Is a Lie: Why Systems Can't Manage Content and What to Do About It △

Wayne Loftus, AHIP

Rethinking the Library Website: Choosing a Content Management System

Jin Wu and Janis F. Brown, AHIP

Converting an Intranet Site to the Cloud: Using LibGuides to Refresh a Library Portal △

Melissa L. Rethlefsen, AHIP, Leah Osterhaus, Ann Farrell, Karen Larsen, Dana Gerberi, Vladana Gajic-Zoric, and Wanda Elkhawily

Federal Libraries Section

Rethinking Our Value: Determining Return on Investment (Part 2)

Cosponsored by Library Marketing SIG

📍 Minneapolis Convention Center, Room 101F/G, Level One
 Moderator: Mabel A. Trafford, Library Director, Medical Library, Tripler Army Medical Center, HI

New Roles Bring New Value: A Case Study in Listening to Customers and Creating Solutions

Terrie R. Wheeler

The Health Sciences Executive Research Service: Demonstrating Value to Nontraditional Clients △

Whitney A. Townsend and Judith Smith

Rethinking Services: A Tailored Response to Copyright Highlights Library Value △

Beth Layton, AHIP, Amber Repp, and Rienne Johnson

Library Roles in Creating Scholarly Metrics for Researchers and Research Funding Organizations

James King and Terrie R. Wheeler

Health Association Libraries Section

The Role of the Librarian in the Systematic Review Process

Cosponsored by Corporate Information Services Section, Institutional Animal Care and Use SIG, Medical Library Education Section

📍 Minneapolis Convention Center, Room 101I, Level One
 Moderator: Jodi L. Philbrick, Health Informatics Course Coordinator, Department of Library and Information Sciences, College of Information, University of North Texas–Denton

Lead, Follow, or Get Out of the Way: Teaming up with Nursing Faculty to Research, Write, and Publish Systematic Reviews

Kimberly J. Whalen

Beyond Searching: Practical Advice for Increasing Your Role in Systematic Reviews

Sarah L. Greenley

Leveraging Librarians' Skills in Searching and Critical Appraisal in a Systematic Review Collaboration

Rebecca Jerome, Rachel Walden, J. Nikki McKoy, Melissa McPheeters, Katherine Hartmann, and Nunzia B. Giuse, AHIP, FMLA

Librarians as Members of an Interdisciplinary Team Conducting a Systematic Review of Pharmacists' Impact on Direct Patient Care △

Jennifer R. Martin, Sandra S. Kramer, Marie A. Chisholm-Burns, Jeannie K. Lee, Christina A. Spivey, Marion K. Slack, and Richard N. Herrier

Development of a Collaborative Web-based Terminology Database, a Resource for Comprehensive Search Preparation △

Ahlam Saleh, Melissa Ratajeski, and John LaDue

Leadership and Management Section

Case Studies on Rethinking Services, Space, Resources, and Roles

Cosponsored by Collection Development Section, Corporate Information Services Section, Veterinary Medical Libraries Section

📍 Minneapolis Convention Center, Room 101A, Level One
 Moderator: Anne M. Linton, AHIP, Director, Himmelfarb Health Sciences Library, The George Washington University, Washington, DC

The Embedded Librarian: Rethinking Staffing Models in Health Sciences Libraries

Dagmara Chojacki and Trish Chatterley

Re-thinking the Harrell Health Sciences Library: Retirements, Resignations, Reorganization, and Recruitment as Opportunities for Transformation △

Cynthia K. Robinson, AHIP

The Role of the Academic Medical Center Library in Support of Online Learning for both the Academic and Health Care Enterprises

Catherine E. Delia, Julia F. Sollenberger, AHIP, FMLA, and Mike Bell

Millennial Medical Libraries: Library and Information Services for New Medical Schools △

Keith Cogdill, AHIP, David Boilard, AHIP, Nadine Dexter, AHIP, Rebecca Ruddock, AHIP, Barbara Shearer, AHIP, and Richard Wood

Pharmacy and Drug Information Section

Changing Pharmacy Education

📍 Minneapolis Convention Center, Room 101H, Level One
 Moderator: Rae Jesano, AHIP, Librarian Liaison, College of Pharmacy, Health Science Center Libraries, University of Florida–Gainesville

Changing Pharmacy Education

Rodney Carter

Public Health/Health Administration Section

Health Policy Changes and the Role of Libraries and Librarians in Response

Cosponsored by Health Association Libraries Section; Lesbian, Gay, Bisexual, and Transgendered Health Science Librarians SIG

📍 Minneapolis Convention Center, Room 101B, Level One

Moderator: Julia Esparza, AHIP, Clinical Medical Librarian, Medical Library, Louisiana State University Health Sciences Center–Shreveport

Roles for Librarians in the Changing Landscape of Federal Grants

Valerie Florance

New Roles for Health Sciences Librarians: Collaborating on Health Communications Research at the National Institutes of Health

Janet Heekin

MedlinePlus Connect: Opportunity for Librarians to Bring Patient Information into Organizations Responding to the Health Information Technology for Economic and Clinical Health (HITECH) Act

Joyce E. B. Backus

Investing in America's Public Health Workforce: Shaping New Roles for Librarians

Elaine Russo Martin, Karen Dahlen, AHIP, and Javier Crespo

Section Council

Rethink Technology (General Topic Session)

Cosponsored by Educational Media and Technologies Section, Medical Informatics Section

📍 Minneapolis Convention Center, Room 101D/E, Level One

Moderator: Linda C. Butson, Consumer Health and Community Outreach Librarian, Health Science Center Libraries, University of Florida–Gainesville

Rethinking Patient Education: A Sitemaker Data-access Website Helps to Streamline and Improve Patient Education at the University of Michigan Health System

Ruti Volk

Hacking into the World of Web 3.0

Sharon Lee

Rethinking Ways to Provide Library Services to Rural Clinicians

Rick Wallace, AHIP, and Nakia Cook, AHIP

Rethinking How Patrons Discover Information: Implementing a Discovery Tool

Elizabeth Ketterman, Megan E. Besaw, and Michael Tucker

4:30 p.m. – 6:00 p.m.

Informal Meeting

BIOBASE Electronic Resources

📍 Minneapolis Convention Center, M100A, Mezzanine Level

4:30 p.m.–6:00 p.m.

The Online Education Clinic: How to Improve the Effectiveness of Taking and Giving Virtual Classes

📍 Minneapolis Convention Center, Room L100F, Lower Level

Visit this two-hour, open-door clinic and learn more about how to create, implement, and use online learning for professional and personal growth. Pick up how-to literature, chat with MLA online instructor Pat Wagner, and attend one of our interactive presentations on how to take a online class or how to implement a virtual class.

6:00 p.m.

Tweet-up in the Bar

📍 Minneapolis Convention Center, Ballroom A/B Lobby, Level One

Sponsored by the American Medical Association.

Meet in person with the people you have been interacting with on Twitter during MLA '11.

7:00 p.m.–10:00 p.m.

National Library of Medicine's 175th Anniversary Celebration

📍 Minneapolis Convention Center, Ballroom A/B, Level One
Ticketed event.

Sponsored by UpToDate.

MLA '11 attendees and Friends of the National Library of Medicine (NLM) members join together to celebrate NLM's 175th anniversary at the biggest party of the year! Join us for this fun celebration to connect with your old and new friends at the MLA meeting. Come early to chat with your colleagues over food and drinks. Stay to enjoy a taste of the unique birthday cake.

Awards, Grants, and Scholarships

Join MLA in recognizing the best and the brightest in the field. Attend the Awards Ceremony and Luncheon on Monday, May 16, 2011, from noon–1:30 p.m. The event takes place in the Minneapolis Convention Center, Ballroom A/B, Level One. One ticket to the luncheon is included with inclusive registration. You can purchase additional tickets at the MLA Registration Center prior to 5:00 p.m. on Saturday, May 14. Recipients are listed in order of presentation during the ceremony.

Joseph Leiter NLM/MLA Lectureship

Peter J. Hotez

John P. McGovern Award Lectureship

Endowed by the John P. McGovern Foundation.

Sponsored by EBSCO Information Services.

Clay Shirky

MLA Rising Stars

Karen L. Hanus, AHIP

Emily J. Hurst

Robert Johnson

Rex R. Robison

MLA Scholarship

Karen Gutzman

MLA Scholarship for Minority Students

Phill Jo

2011 Cunningham Memorial International Fellowship

Satish Munnolli

EBSCO/MLA Annual Meeting Grants

Sponsored by EBSCO Information Services.

Trish Chatterley

Anna Katherine Crawford

Lara Handler

Ryan Rafferty

MLA Annual Meeting Scholarship (one-time award)

Montie' L. Dobbins, AHIP

David A. Kronick Traveling Fellowship

Endowed by the Bowden-Massey Foundation.

Linda C. Butson, AHIP

Donald A. B. Lindberg Research Fellowship

Thane Chambers

Medical Informatics Section/MLA Career Development Grant

Sponsored by the Medical Informatics Section.

Melissa Resnick, AHIP

MLA Research, Development, and Demonstration Project Grant

Kristine M. Alpi, AHIP

MLA Continuing Education Award

Beth A. Lewis

Virginia L. and William K. Beatty Volunteer Service Award

Kay E. Wellik, AHIP

Estelle Brodman Award for the Academic Medical Librarian of the Year

Nancy Tannery

Lois Ann Colaianni Award for Excellence and Achievement in Hospital Librarianship

Barbara J. Henry, AHIP

Lucretia W. McClure Excellence in Education Award

Gale G. Hannigan, AHIP

Carla J. Funk Governmental Relations Award

Sponsored by Kent A. Smith, FMLA.

J. Michael Homan, AHIP, FMLA

Green Project of the Year Award (one-time award)

National Institutes of Health Division of Library Services

Majors/MLA Chapter Project of the Year Award

Sponsored by J. A. Majors.

Medical Library Group of Southern California and Arizona (MLGSCA)

Rittenhouse Award

Sponsored by Rittenhouse Book Distributors.

Mahria Lebow

Thomson Reuters/Frank Bradway Rogers Information Advancement Award

Lei Wang

MLA Award for Distinguished Public Service

The Friends of the National Library of Medicine

MLA President's Award

Susan S. Starr

2011 Janet Doe Lectureship

T. Scott Plutchak, AHIP

Fellowship

Trenton Boyd, AHIP, FMLA

Karen Butter, AHIP, FMLA

Lynn M. Fortney, FMLA

Marcia C. Noyes Award

Carol G. Jenkins, AHIP, FMLA

Poster Sessions

△ = Research Poster

Poster Session 1 | Sunday, May 15, 2:00 p.m.–3:00 p.m.

↳ Minneapolis Convention Center, Exhibit Hall A

1 Spiffin' Up Information Services: Using LibGuides to Empower Users

Lee A. Vucovich, AHIP, Patricia C. Higginbottom, AHIP, Susan C. Smith, Emma O'Hagan, and Nicole Mitchell, AHIP

4 Are UK Hospital Libraries the Missing Link? △

Sarah Sutton

5 Rethinking Delivery of Consumer Health Information: Health Info To Go! A Collaborative Project △

Kim Granath, AHIP, and Cara Cadena

7 Rethinking Patient Education: A Large Health System Selects a Patient-education Product to Interface with the Electronic Medical Record

Ruti Volk, AHIP, Jean DuRussel-Weston, and Lisa Schneider

10 From Zero to Hero: Reinventing the Library's Annual Report

Jovy-Anne Rosario, Rie Smethurst, Diana J. Cunningham, AHIP, and Marta Ambroziak

12 Adoption of Web-based Video Sharing Sites by Libraries of the Association of Academic Health Sciences Libraries △

Dean Hendrix, Alexis Alfasso, and Kerry Cotter

16 Digital Storytelling: A New Media Tool for Engaging American Indians

Laura Bartlett, Brenda Manuelito, Carmella Rodriguez, Judith L. Rieke, and Gale A. Dutcher

19 Sharing Our Experience: A Joint Practicum Between Two Academic Health Sciences Libraries

Rebecca Raszewski, AHIP, Linda Ronan, Jonna Peterson, Jennifer Kooy, and Carol Scherrer, AHIP

22 Mitosis and the Life Cycle: A Metaphor for the Transformation of the Research Librarian

Sally A. Gore and Lisa A. Palmer, AHIP

25 Rethinking Online Tutorials: Using Software Simulation to Create More Interactive Tutorials

Anna Katherine Crawford

26 Rethinking Engagement: Getting More Involved with Clients △

Joey Nicholson and Nancy Schaefer, AHIP

30 Integrated Health Interview Series (IHIS): A Free, Online, Integrated Version of the US National Health Interview Survey, 1960s–Present

Miriam L. King

33 Librarian-Nurse Partnerships Support and Sustain a Magnet Culture

Debbie Weaver, AHIP, and Anne Marie Kotzer

39 Wounded in Action: Reaching out to Veterans Through Art and Programs

Anna L. Tatro and M. J. Tooley, AHIP, FMLA

45 The Plagiarism Project

Karen Sorensen, Nancy R. Glassman, AHIP, Racheline G. Habousha, Aurelia Minuti, and Rachel Schwartz

48 Library Savvy: Incorporating New Access Points to Increase Tutorial Usage

Ryan Harris, AHIP, and Anna L. Tatro

51 Rethinking Programs: A Peer-reviewed Video Program △

Julia Esparza, AHIP, Stephanie Fulton, AHIP, Jodi L. Philbrick, Nancy J. Allee, AHIP, Carrie L. Iwema, Shannon D. Jones, AHIP, and Mindy Robinson-Paquette

54 MLA Amplified: Content Analysis and Tweeter Tales △

Marcus Banks and Marie T. Ascher, AHIP

57 Using EndNote to Format National Institutes of Health Grants Documents

Merle Rosenzweig and Stephanie Bird

60 Evolving Technologies to Support a Mobile and Collaborative Curriculum

Nancy T. Lombardo, Jeanne Marie Le Ber, and Todd Vandebark

63 Academic Librarian Participation in Health Fairs: An Interactive Mode of Health Information Outreach △

Jodi Jameson and Lucy Duhon

66 Rethink Your Library Website: First Know Your End Users △

Todd Vandebark

69 Volunteering with a Relief Organization to Provide Consumer Health Information

Rick Wallace, AHIP, Nakia Cook, AHIP, Biddanda (Suresh) Ponnappa, and Kefeng (Maylene) Qiu, AHIP

72 We've Got You Covered: Statewide Service Continuity in Disasters

Susan P. Hardee, Melanie J. Norton, AHIP, Francesca Allegri, AHIP, Jeffrey Coghill, AHIP, Mark McKone, Diana McDuffee, AHIP, Richard A. Peterson, AHIP, Mary Beth Schell, and Daniel T. Wilson

75 Literature Search Practicum for Third-year Medical Students △

Mia S. White, AHIP, Anna Getselman, and Erica Brownfield

78 An Innovative Use of Instant Messaging Technology to Support a Library's Single-service Point

Andrea S. Horne, Bart Ragon, Daniel T. Wilson, and Adrienne D. Granitz

81 Being Where the People Are: Facebook Use Among US Public Health Organizations △

Lorelei Woody, Gillian Mayman, Nathan Hill, and Kate Saylor

84 How Satisfied Are Our Customers? A Five-year Evaluation of Information Desk Services and Staffing △

Alicia A. Livinski and Brigit S. Sullivan

- 87** Nurse-Library Staff Collaboration Leads to Clinical Questions Reference Service
Mark Vrabel, AHIP
- 90** Letting Go of Learn-As-You-Go: Establishing an Official Employee Handbook and Formal Orientation Process in an Academic Library after Forty Years
Deidra Woodson, Mark Baggett, and Kimberly Pullen
- 93** Librarian Involvement in Problem-based Learning: A Student Perspective 
Jessica Kilham
- 96** Space Planning and Visioning: Preparing for the Future of the Galter Health Sciences Library, Northwestern University
James Shedlock, AHIP, FMLA
- 99** Librarian Housecalls: Going the Distance for Our Physician Assistant Program
Brandi D. Tuttle
- 102** Utilizing Tags to Enhance an E-book Portal
Nicole Theis-Mahon
- 105** (Trying to) Rethink the Reference Collection 
Jeffrey Husted and Leslie J. Czechowski
- 108** Next Generation Discovery Systems and Biomedical Literature: Is Discovery Improved? 
Linda C. K. Crook
- 111** ReThink: Open Access Still Moving Scholarly Communication Forward? 
Helen-Ann B. Epstein, AHIP
- 114** The H-index in Nursing: Comparison of Google Scholar, Scopus, and Web of Science 
Sandra L. De Groote, AHIP, and Rebecca Raszewski, AHIP
- 117** Library Services for People with Disabilities Twenty Years after the Americans with Disabilities Act: A Survey Updated 
Christine A. Willis
- 120** How Well Do Faculty Know Their Copyrights? A Survey of Faculty Knowledge, Perception, and Use of Copyright 
Heidi M. Nickisch Duggan, Mariann Burrig, and Trudi Bellardo Hahn
- 123** Disaster and Emergency Planning Outreach Workshop at Selected Sites in Metropolitan Atlanta
Joe Swanson Jr., Roland B. Welmaker, Xiomara E. Arango, Darlene Parker-Kelly, and Cynthia L. Henderson, AHIP
- 126** Building Relationships through Monthly Health and Wellness Presentations and Events
Dana L. Ladd, AHIP, and Sarah Amick
- 129** Information-seeking Behavior after the Closure of a Hospital Library: A Case Study 
Mary E. Jones
- 132** Rethinking Information Literacy: Reaching Out to Health Professions Students 
Megan Davis
- 138** Envisioning New Roles for Librarians in Medical Students' Specialty Selection Process
Sarah Cantrell and C. Scott Dorris
- 141** Revising, Improving, and Using a Locally Developed Worksheet for Multiple Journal Requests to Simplify the Review Process
Steven W. Brown and Kathe Obrig
- 144** Science Clips: The Centers for Disease Control and Prevention's Weekly Public Health Article Alerts
Rebecca Satterthwaite, AHIP, Gail Bang, Deidre Thomas, Robert Swain, Barbara Landreth, Kathleen Connick, Christy Cechman, John Iskander, Tanja Popovic, and Jocelyn A. Rankin, FMLA (deceased)
- 147** Moving from a Print to Online Book Collection for Hospital Libraries 
James R. Bulger
- 150** How Well Are We Tracking Our Reference Statistics? A Usability Study on Electronic Reference Statistics 
Vedana Vaidhyanathan, Emily J. Vardell, Kimberly Loper, John Reynolds, and Tanya Feddern-Bekcan, AHIP
- 153** The Genesis of a New Course in Critical Scientific Reading with a Wikipedia Project Component
Andre J. Nault and Robert J. Washabau
- 156** Understanding Biomedical Terminologies: Development of Online Documentation to Facilitate User Comprehension
Patrick McLaughlin
- 159** Anatomy for Library Services: A Novel Way to Rethink Library Promotions
Catherine M. Boss, AHIP, Darlene Robertelli, and Chunwei Ma
- 162** Librarians Collaborating with Faculty for Scholarly Publication
Marie K. Saimbert, Janette (Jenny) Pierce, Pam Hargwood, and John T. Oliver
- 165** Bringing the Library to the Clinical and Translational Science Award (CTSA): An Online Community for Library-based Translational Science Initiatives 
Adelaide M. Fletcher, AHIP, and Dana Abbey
- 168** Of Mice and Monographs: Assessing and Rebuilding the Veterinary Medicine Collection at an Academic Health Sciences Library 
Marisa L. Conte
- 171** An Educational Timeline: One Library's Involvement in Undergraduate Medical Education
Mark MacEachern, Whitney A. Townsend, and Kristen Young, AHIP

Poster Sessions

174 Assessing Institutional Compliance with the National Institutes of Health Public Access Policy [△](#)
Marisa L. Conte and Jean Song

177 Constant Change in Acquisitions
Amy Faltinek, AHIP

180 Expanding Liaison Librarian Roles and Use of School-based Liaison Teams
Deborah L. Lauseng, Nancy J. Allee, AHIP, Marisa L. Conte, Mark MacEachern, Whitney A. Townsend, and Lorelei Woody

183 Just Talking About It Helps! Rethinking Information Advocacy to Decrease Health Disparities and Promote Health Equity
Patricia J. Devine and James E. Anderson

Poster Session 2 | Tuesday, May 17, 1:00 p.m.–2:00 p.m.

↳ Minneapolis Convention Center, Exhibit Hall A

2 Redesigning a Mobile-friendly Library Website: Lessons Learned [△](#)
Jovy-Anne Rosario, Marie T. Ascher, AHIP, Afsar Mohiuddin, and Diana J. Cunningham, AHIP

6 Putting the Teeth in Outreach: Patient Education at a Free Rural Dental Clinic Using Mobile Devices [△](#)
Meredith I. Solomon and Anna L. Tatro

8 Creating an Orientation Video on a Shoestring
Janet G. Schnall, AHIP, Leilani A. St. Anna, AHIP, Joanne Rich, and Ann Gleason

9 Collaborating in the Cloud: Creating a Multi-authored Book Using Open Source Content Management and Social Networking Software
Margaret M. Bandy, AHIP, FMLA, and Rosalind F. Dudden, AHIP, FMLA

11 Building a Discovery Tool Request for Proposal (RFP): A Compilation of Unique Components and Duplicative Integrated Library System RFP Data
Lisa Smith and Lisa Clark

13 Rethinking Our Mobility: Supporting Our Patrons Where They Live
Alexandra Gomes, AHIP, Elizabeth Palena Hall, and Laura Abate

17 Healthflicks: Building Health Literacy among an Urban Teenage Population by Creating Online Health Videos for Public and School Health Curriculum Use [△](#)
Charles J. Greenberg, Lei Wang, and Michelle Lewis

20 A Survey of Core Medical Electronic Resources for Medical Libraries in Taiwan [△](#)
Tzu-heng Chiu and Yu-Tzuon Chuo

23 Implementation of Web 2.0 Tools in Health Sciences Libraries: A Nationwide Survey of the Landscape [△](#)
Peggy Cruse and Sheila Yeh

29 Practice What We Preach: Collaborative Research for Evidence-based Collection Development [△](#)
Margaret (Peg) Allen, AHIP, FMLA, Pamela Sherwill-Navarro, AHIP, Joy Kennedy, and Frances Delwiche

31 A New Role for the Library: Measuring Research Impact
Cathy C. Sarli, AHIP, and Kristi L. Holmes

34 A Regional Strategy for Transitioning to a Knowledge Management Center (KMC) in a Health Care Institution [△](#)
Mark Goldstein, AHIP

37 Quick Response Codes: Providing More Information in a Smaller Space
Ayumi K. Pantell and Rikke S. Ogawa, AHIP

43 Net Health: Forging a Link to the Public Library
Patricia B. Regenberg, AHIP, Mary K. Joyce, AHIP, and Diane O'Brien

46 Rethinking Library Service to Distance Education Students: Analyzing the Embedded Librarian Model [△](#)
Elaine Sullo, AHIP, Alexandra Gomes, AHIP, Tom Harrod, and Gisela Butera

49 Enhancing Library Services: Utilizing Bibliographic Databases for Social Network Analysis [△](#)
Kristi L. Holmes and Michele R. Tennant, AHIP

52 Federated Searching Websites with PubMed: Catalog of US Government Publications and NLM's Gateway [△](#)
Marcia K. Henry

55 National Institutes of Health Public Access Policy and the University of Michigan Libraries' Role in Assisting with Depositing to PubMed Central
Merle Rosenzweig, Anna E. Schnitzer, and Jim Ottaviani

58 Determining How Physical Therapists Get Their Information to Support Clinical Practice [△](#)
Judy F. Burnham, AHIP, Dennis W. Fell, Dana M. Castjohn, Jack M. Dockery, and Jena A. Smith

61 Rethinking Responsible Literature Searching Using LibGuides
Dana Gerberi, Dottie Hawthorne, AHIP, and Karen Larsen

64 From Analog to Digital: Making Archival Materials Electronically Accessible
Dee Jones, AHIP, and Deidra Woodson

- 67** Mapping the Literature of Nurse Anesthesia [△](#)
Holly Hubenschmidt, AHIP, and Nicole Mitchell, AHIP
- 70** Rethinking the Role of Clergy as Consumer Health Educators [△](#)
Rick Wallace, AHIP, Bruce Behringer, Grace Ghansah, and Nakia Cook, AHIP
- 73** Weeding! Yikes! Rethinking Library Space!
Richard A. Peterson, AHIP, Elizabeth Berney, Virginia M. Carden, AHIP, Karen S. Grigg, AHIP, Beverly A. Murphy, AHIP, and Hattie H. Vines, AHIP
- 76** Meeting the Information Needs of Mental Health Professionals Who Care for Children Who Have Experienced Trauma [△](#)
Cathryn W. Chiesa and Cybele M. Merrick
- 79** Library Outreach to Occupational Therapy Fieldwork Educators [△](#)
Shelly Burns, Debbie Buckingham, and Noralyn Pickens
- 82** The Role of a National Conference in Engendering Support and Adoption: VIVO 2010
Hannah F. Norton, AHIP, Michele R. Tennant, AHIP, Kristi L. Holmes, AHIP, Sara Henning, Katy Börner, Jennifer R. S. Coffey, Alicia Turner, Nita Ferree, AHIP, and Mike Conlon
- 85** From Fire Hose to Drinking Fountain: Collaborating with Nursing to Create a Unit-specific Web Portal
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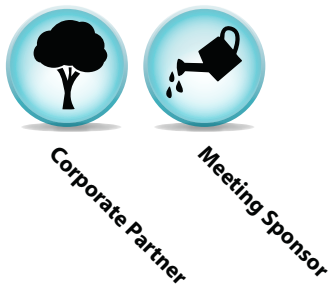


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Saturday, May 14	5:30 p.m.–7:30 p.m. (Welcome Reception/Opening of Exhibits)
Sunday, May 15	noon–5:00 p.m.
Monday, May 16	10:00 a.m.–noon and 1:15 p.m.–5:00 p.m.
Tuesday, May 17	10:00 a.m.–3:00 p.m.

Refreshment Breaks in Hall of Exhibits

Sunday, May 15	2:30 p.m.–3:00 p.m.
Monday, May 16	10:00 a.m.–10:30 a.m. and 2:30 p.m.–3:00 p.m.
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Parliamentary Procedures

Parliamentary rules are established to aid organizations in the orderly, expeditious, and equitable accomplishment of business. Because order and good will are essential to working together and achieving common goals, it is essential that association members understand parliamentary procedures. The following overview is a guide to participating in business meetings of the Medical Library Association.

Parliamentary Authority

Article XIII of the 2009 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

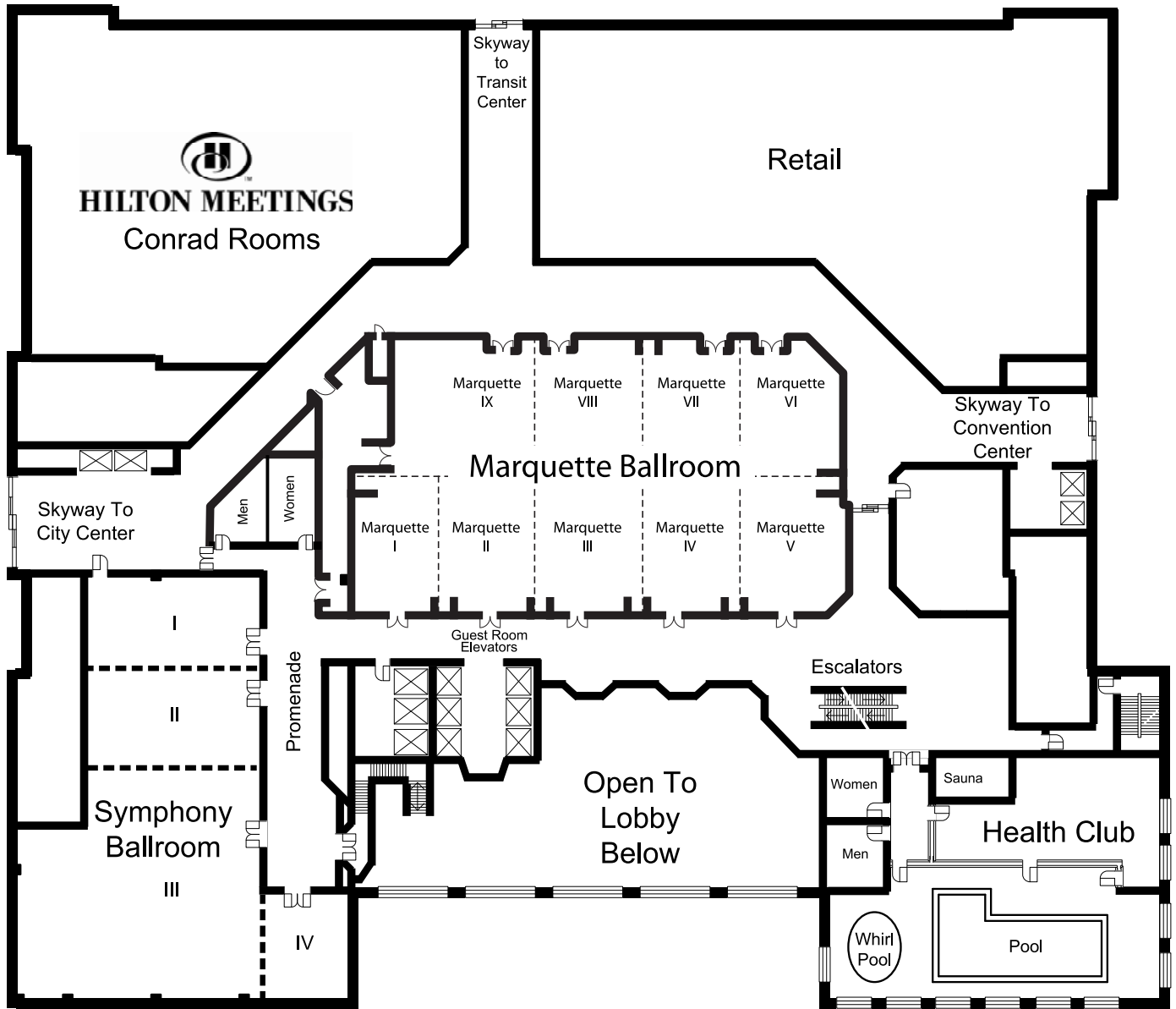
Precedence sets the priority of motions and the order in which they must be proposed and considered. Subsidiary and privileged motions are ranked in this descending order:

- 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

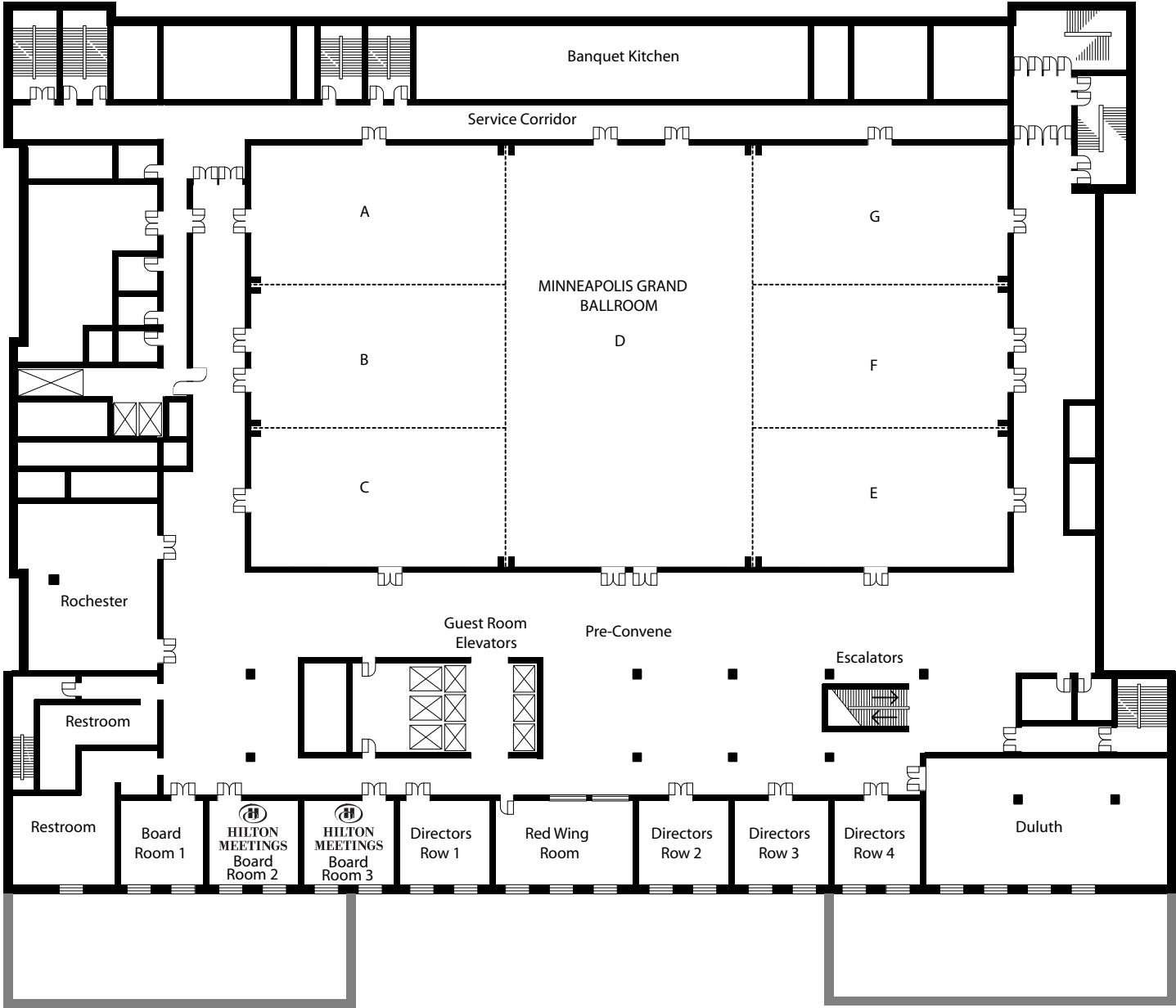
Only those motions that are higher in rank than the pending motion are in order and may be made. For example, when the main motion and the motion to commit are pending, only motions of higher rank than “commit” may be made.

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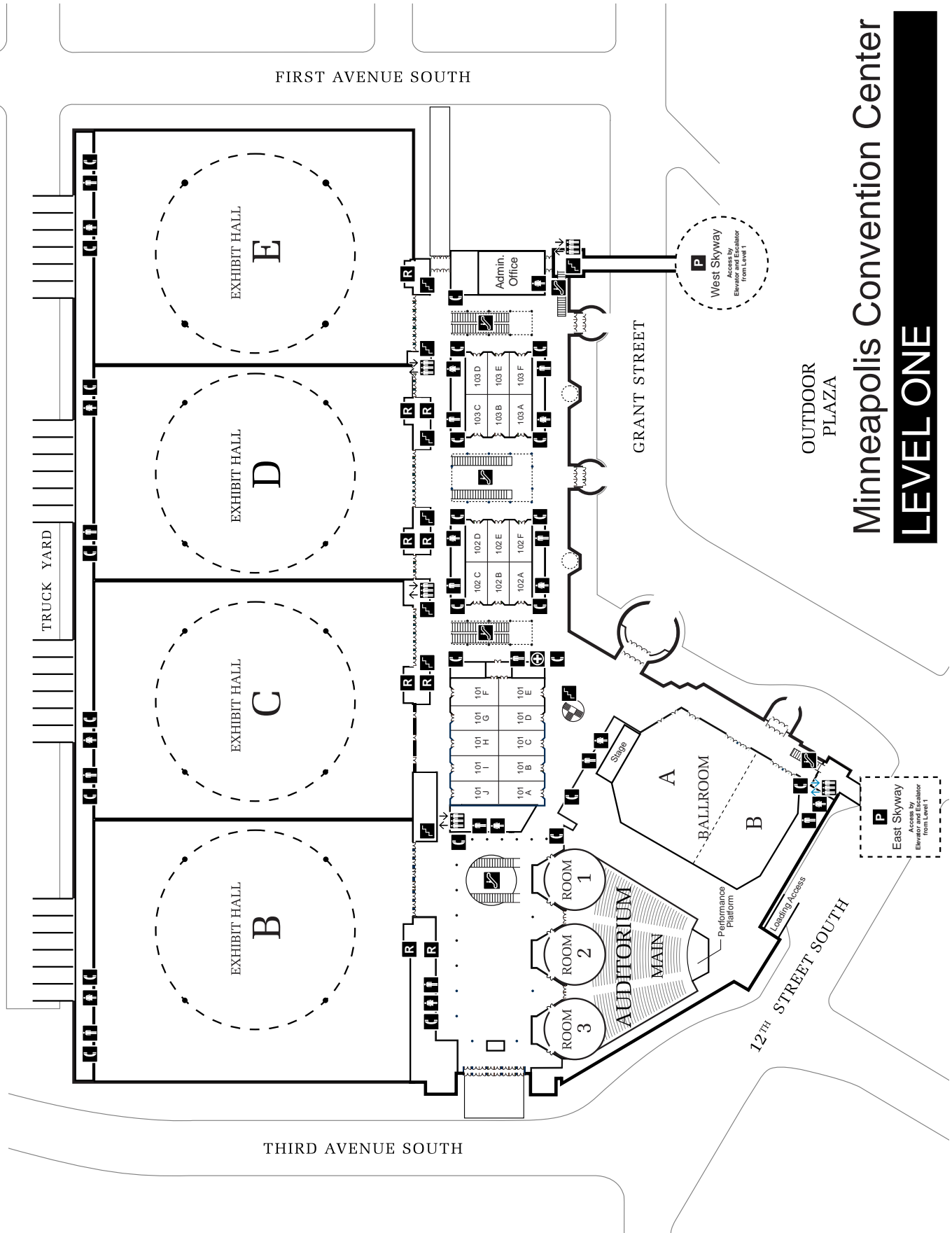
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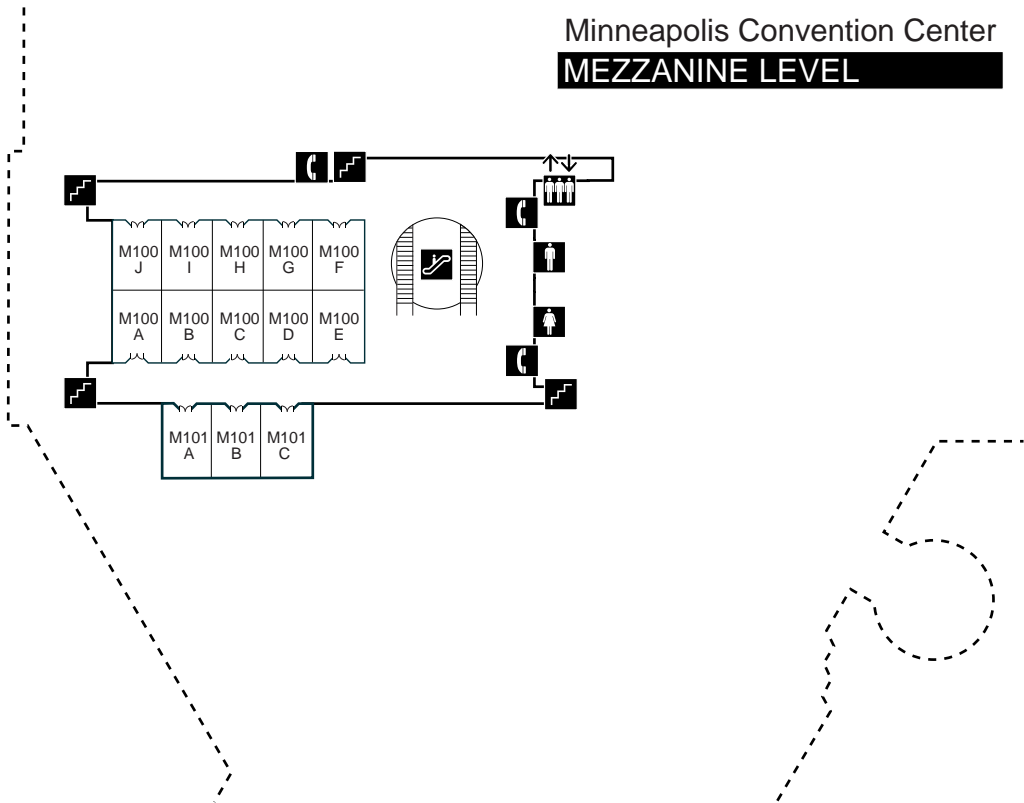
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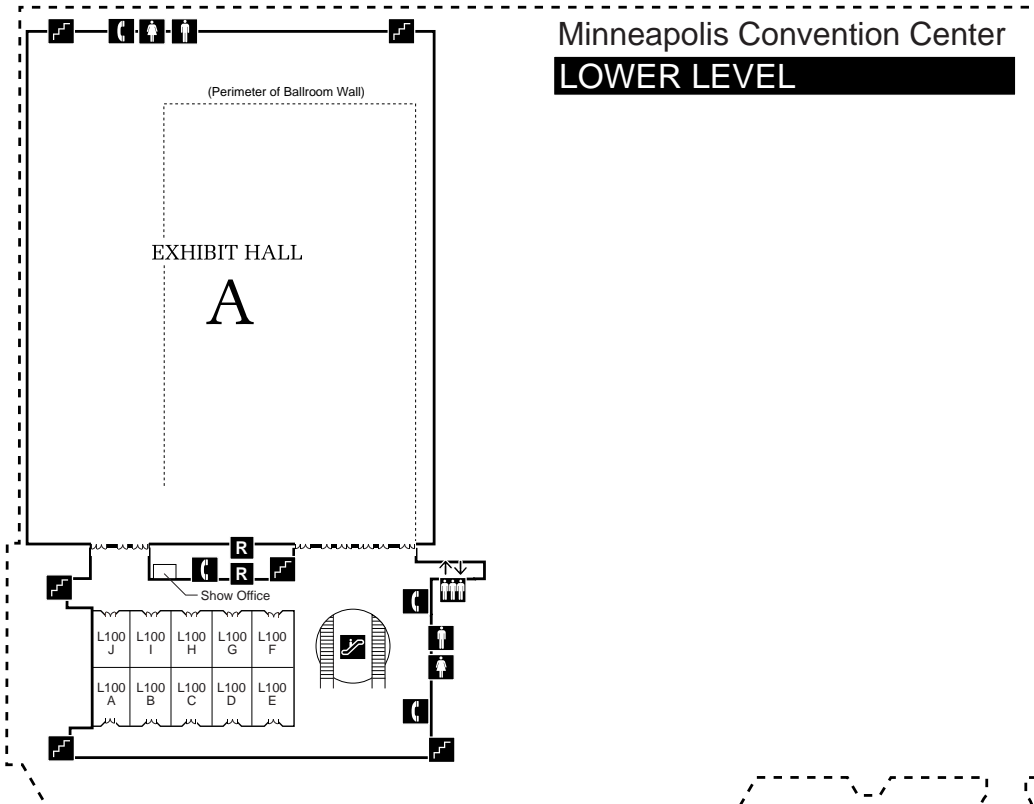


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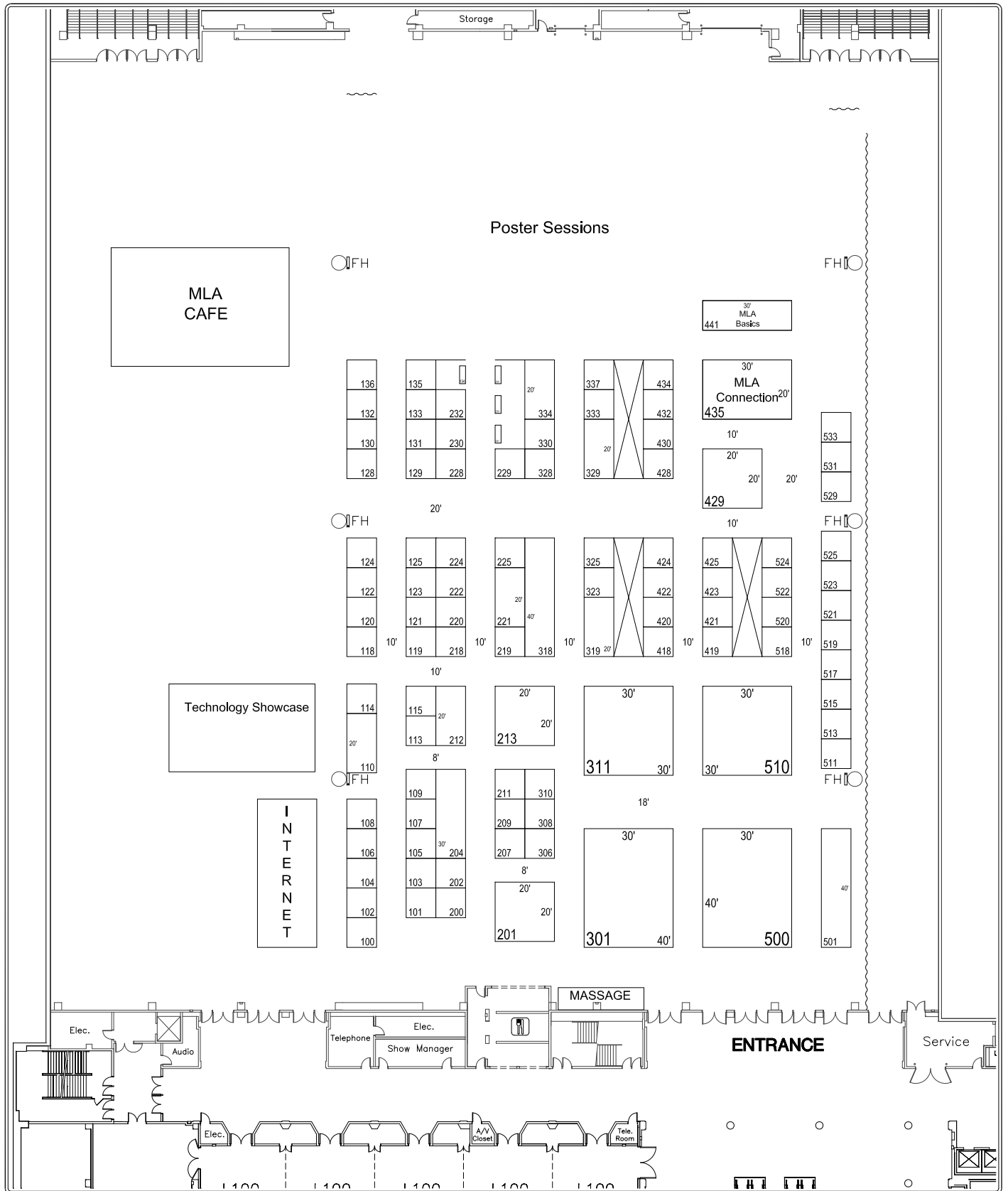


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