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## MLA '12: BATTER UP!

The 2012 National Program Committee (NPC) is excited to invite you to join us at MLA '12 to explore "Growing Opportunities: Changing Our Game." Slated for May 18–23, 2012, the 2012 annual meeting will be held in Seattle, WA. The 2012 NPC has been working with the Local Assistance Committee (LAC) to offer a great lineup in a terrific venue.

In calls for contributed papers and posters, we challenged (encouraged, urged) members to focus on challenges, successes, and trends in "Growing Opportunities: Changing Our Game." The theme examines the convergence of sustainability in health sciences libraries with sports metaphors, particularly baseball. This convergence of game changing with sustainability offers members and sections the flexibility to examine these issues individually or where they intersect. We are excited to see what MLA members and sections will bring to the table.

With a nod to baseball, we have an excellent rotation of speakers. Leading off will be Steven Johnson, who focuses on the intersection of science, technology, and personal experience. On deck will be Mark E. Funk, AHIP, FMLA, who will deliver the Janet Doe Lecture sharing his perspective on the history and philosophy of medical librarianship. Batting cleanup will be T. R. Reid, who will anchor a Wednesday morning session devoted to exploring health care reform. Closing the meeting, roundtable programs will challenge MLA '12 attendees to assess how health sciences librarians can grow their opportunities in the changing landscape of health care reform.

The 2012 NPC will build on the 2011 NPC's successful integration of social media into sharing meeting content with each other, those registering for the online conference, and anyone who follows the #mlanet12 hashtag on Twitter. Last year, we saw questions via Twitter for speakers and commentaries from participants that enriched the meeting for all who followed social media focusing on the meeting. This year's meeting will feature the Second Annual Tweet-up. Check out the Conference Community for more information about attending.

The Welcome Reception and Opening of the Exhibits will be our opening day, so help us kick off MLA '12 in style by wearing your favorite team's jersey to the event. If you coveted the MLA '12 jerseys that the NPC and LAC wore in 2011, you will be able to purchase one at the Scholarship Booth. Wearing your jerseys will help launch networking among MLA '12 attendees as you find fans of your team and of your chief rivals among your colleagues.

Year after year, MLA members consistently rate the opportunity to network as the greatest benefit to attending the annual meeting. Meeting at the corner of sustainability and game changing, we invite you to come, network, make new connections, and strengthen longstanding bonds, while learning from our speakers and your colleagues.

### Join Team MLA in Seattle!



Teresa L. Knott, AHIP, and Michelle Kraft, AHIP, Cochairs, 2012 National Program Committee

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# Schedule

	Friday, May 18	Saturday, May 19	Sunday, May 20	Monday, May 21	Tuesday, May 22	Wednesday, May 23
6:30 a.m.			<ul style="list-style-type: none"> <li>• Majors Walk</li> <li>• Yoga Class 6:30 a.m.</li> </ul>			
7 a.m.			<ul style="list-style-type: none"> <li>• Committee, Section Business, SIG, &amp; Informal Meetings</li> <li>• Sunrise Seminars</li> <li>• New Members Breakfast 7–9 a.m.</li> </ul>	<ul style="list-style-type: none"> <li>• Committee, Section Business, SIG, &amp; Informal Meetings</li> <li>• Sunrise Seminars 7–9 a.m.</li> </ul>	<ul style="list-style-type: none"> <li>• Committee, Section Business, SIG, &amp; Informal Meetings</li> <li>• Sunrise Seminars 7–9 a.m.</li> </ul>	<ul style="list-style-type: none"> <li>• Committee, Section Business, SIG, &amp; Informal Meetings 7–9 a.m.</li> </ul>
8 a.m.	<ul style="list-style-type: none"> <li>• CE 8 a.m.–5 p.m.</li> <li>• MLA Board of Directors 9 a.m.–5 p.m. (continued from Thursday)</li> </ul>	<ul style="list-style-type: none"> <li>• Committee Meetings</li> <li>• Chapter and Section Councils 8 a.m.–4 p.m.</li> </ul>				
9 a.m.		<ul style="list-style-type: none"> <li>• CE 8 a.m.–5 p.m.</li> </ul>	<ul style="list-style-type: none"> <li>• Plenary Session I Welcome &amp; Presidential Address 9–10 a.m.</li> </ul>	<ul style="list-style-type: none"> <li>• Plenary Session III Janet Doe Lecture 9–10 a.m.</li> </ul>	<ul style="list-style-type: none"> <li>• MLA Business Meeting II</li> <li>• Presidential Inaugural Address 9–10 a.m.</li> </ul>	
10 a.m.			<ul style="list-style-type: none"> <li>• Break 10–10:30 a.m.</li> </ul>	<ul style="list-style-type: none"> <li>• Break 10 a.m.–10:30 a.m.</li> <li>• Exhibits Open 10 a.m.–noon</li> </ul>	<ul style="list-style-type: none"> <li>• Break 10–10:30 a.m.</li> <li>• Exhibits Open 10 a.m.–3 p.m.</li> </ul>	<ul style="list-style-type: none"> <li>• Plenary Session IV 9 a.m.–noon</li> </ul>
11 a.m.			<ul style="list-style-type: none"> <li>• Plenary Session II McGovern Lecture 10:30 a.m.–noon</li> </ul>	<ul style="list-style-type: none"> <li>• Section Program 2 10:30 a.m.–noon</li> </ul>	<ul style="list-style-type: none"> <li>• NLM Update 10:30–11:30 a.m.</li> </ul>	
noon			<ul style="list-style-type: none"> <li>• Chapter Council Roundtables Luncheon noon–2 p.m.</li> </ul>	<ul style="list-style-type: none"> <li>• Awards Luncheon noon–1:30 p.m.</li> </ul>	<ul style="list-style-type: none"> <li>• Legislative Update</li> <li>• SIG &amp; Informal Meetings 11:30 a.m.–12:30 p.m.</li> </ul>	<ul style="list-style-type: none"> <li>• MLA Board of Directors noon–1:30 p.m.</li> </ul>
1 p.m.			<ul style="list-style-type: none"> <li>• Exhibits Open noon–5 p.m.</li> </ul>	<ul style="list-style-type: none"> <li>• Exhibits Open 1:15–5 p.m.</li> </ul>	<ul style="list-style-type: none"> <li>• Lunch on Own Visit Exhibits 12:30–2 p.m.</li> <li>• Poster Session 3 1:00–2 p.m.</li> </ul>	
2 p.m.			<ul style="list-style-type: none"> <li>• MLA Business Meeting I 2–3:30 p.m.</li> </ul>	<ul style="list-style-type: none"> <li>• Section Program 3 2–3:30 p.m.</li> </ul>	<ul style="list-style-type: none"> <li>• Section Program 4 2–3:30 p.m.</li> </ul>	
3 p.m.			<ul style="list-style-type: none"> <li>• Break 3:30–4 p.m.</li> </ul>	<ul style="list-style-type: none"> <li>• Break 3:30–4 p.m.</li> </ul>		<ul style="list-style-type: none"> <li>• CE 1–5 p.m.</li> </ul>
4 p.m.		<ul style="list-style-type: none"> <li>• Leaders Orientation 3–5 p.m.</li> </ul>	<ul style="list-style-type: none"> <li>• Poster Session 1</li> <li>• SIG &amp; Informal Meetings 3:30–4:30 p.m.</li> </ul>	<ul style="list-style-type: none"> <li>• Poster Session 2</li> <li>• SIG &amp; Informal Meetings 3:30–4:30 p.m.</li> </ul>	<ul style="list-style-type: none"> <li>• Open Forums 3:30–4:30 p.m.</li> </ul>	
5 p.m.			<ul style="list-style-type: none"> <li>• Section Program 1 4:30–6 p.m.</li> </ul>	<ul style="list-style-type: none"> <li>• Section Business Meetings and Programs</li> <li>• Informal Meetings 4:30–6 p.m.</li> </ul>	<ul style="list-style-type: none"> <li>• Section Business Meetings and Programs</li> <li>• SIG &amp; Informal Meetings 4:30–6 p.m.</li> </ul>	
6 p.m.		<ul style="list-style-type: none"> <li>• Welcome Reception &amp; Opening of the Hall of Exhibits 5:30–7:30 p.m.</li> </ul>	<ul style="list-style-type: none"> <li>• International Visitors Reception</li> <li>• Library School Reunion</li> <li>• Section Shuffle 6–7 p.m.</li> </ul>	<ul style="list-style-type: none"> <li>• Tweet-up 6–7 p.m.</li> <li>• SIG &amp; Informal Meetings 6–8 p.m.</li> </ul>	<ul style="list-style-type: none"> <li>• Tech Trends 6–7:30 p.m.</li> </ul>	
7 p.m.						
8 p.m.					<ul style="list-style-type: none"> <li>• MLA Reception 7:30–10 p.m.</li> </ul>	

# Featured Speakers



## PLENARY SESSION II

Sunday, May 20, 10:30 a.m.–noon

John P. McGovern Award Lecturer: Steven Johnson

Sponsored by EBSCO

Steven Johnson is the best-selling author of seven books on the intersection of science, technology, and personal experience. His writings have influenced everything from the way political campaigns use the Internet, to cutting-edge ideas in urban planning, to the battle against 21st century terrorism.

Johnson's newest book is titled, *Where Good Ideas Come From: The Natural History of Innovation*. From Darwin to YouTube, Johnson asks the questions:

- What kind of environment fosters the development of good ideas?
- What sparks the flash of brilliance?
- How does groundbreaking innovation happen?

His answers are never less than revelatory, convincing, and inspiring as Johnson identifies the seven key principles to the genesis of such ideas and traces them across time and disciplines.

His previous book, *The Invention of Air: A Story of Science, Faith, Revolution, and the Birth of America*, tells the story of Joseph Priestly, a scientist and theologian best known for discovering oxygen, and how innovative ideas emerge and spread in society and drive historical change. Like Johnson's award-winning *The Ghost Map*, *The Invention of Air* uses a surprising historical and biographical narrative to discuss ideas that have profoundly shaped our modern world.

Both social critic and technologist, Johnson has a genius for mapping the future—for predicting and explaining the real-world impact of cutting-edge developments in science, technology, and media. He is a contributing editor to *Wired* magazine and lectures widely on technological, scientific, and cultural issues. Johnson has also written for the *New York Times*, *Wall Street Journal*, *Nation*, and many other periodicals. He has appeared on many high-profile television programs, including *Charlie Rose*, the *Daily Show with Jon Stewart*, and *PBS NewsHour* with Jim Lehrer. He recently won the fourth annual Newhouse School Mirror Award for his *Time* magazine cover article, "How Twitter Will Change the Way We Live."

Johnson's blog is at [www.stevenberlinjohnson.com](http://www.stevenberlinjohnson.com).



## PLENARY SESSION III

Monday, May 21, 9:00 a.m.–10:00 a.m.

Janet Doe Lecturer: Mark E. Funk, AHIP, FMLA

"Our Words, Our Story: A Textual Analysis of Articles Published in the *Bulletin of the Medical Library Association*/*Journal of the Medical Library Association* from 1961 to 2010"

Mark E. Funk, AHIP, FMLA, associate director for resources and education, Samuel J. Wood Library, Weill Cornell Medical College, New York, NY, is known for his work in collection development and acquisitions. He has served on many library advisory boards for national and international publishers and is a much sought-after speaker.

Funk received his master's degree from the University of Missouri–Columbia. He was a medical librarian at the University of Missouri–Kansas City and the University of Nebraska Medical Center before joining the Weill Cornell Medical Library in 1987. He has served on the MLA Board of Directors and was treasurer (2001–2003) and president (2007/08). His other leadership positions in MLA have included serving on Section Council, as chair of both the Research and Collection Development Sections, and on many MLA committees and task forces. He was named an MLA Fellow in 2010.

As president, he led MLA to expand its use of Web 2.0 and social networking tools, as well as introduced virtual aspects of the annual meeting, allowing "attendance" from anywhere. He served a four-year term on the National Library of Medicine's Literature Selection Technical Review Committee, which selects journals for indexing in *Index Medicus*.

He is not related to Carla J. Funk, CAE, Hon. FCLIP, MLA executive director.

# Featured Speakers



## PLENARY SESSION IV

Wednesday, May 23, 9:00 a.m.–noon

Plenary Speaker: T. R. Reid

T. R. Reid is a reporter, documentary film correspondent, and frequent guest on National Public Radio. He has authored nine books in English and three in Japanese. As a reporter for the *Washington Post*, he covered Congress and four presidential campaigns and served as the paper's bureau chief in Tokyo and in London. His career as an international reporter has spanned three dozen countries on five continents.

Reid has done documentary films for National Geographic, PBS, and the A&E Network. His 2008 *Frontline* documentary, *Sick Around the World*, looked at the comprehensive health care systems of five developed world economies. His next film, *U.S. Health Care: The Good News*, will be broadcast nationally on PBS on February 16, 2012, and focuses on US communities that have found ways to orchestrate their health care system locally without waiting for directions from Washington.

Reid's investigations into health care resulted in his *New York Times* best-selling book, *The Healing of America: A Global Quest for Better, Cheaper, and Fairer Health Care*. In his book, Reid shows how all other industrialized democracies have achieved health care for everybody at a reasonable cost. In addition to studying these different health care models, he also studies countries that have carried out major health care reform.

Reid speaks often about health care and health care reform. He describes positives and negatives of industrialized nations' health care systems and illustrates how the US system could benefit by learning from successful models in practice in other countries.

# Networking Events

Please consult the schedule on page 5 for an overview of the meeting. Dates and times of MLA unit meetings are published on the MLA '12 website. For updates, go to [www.mlanet.org/am/am2012/](http://www.mlanet.org/am/am2012/).

**Saturday, May 19**

**5:30 p.m.–7:30 p.m.**

## Welcome Reception and Opening of the Hall of Exhibits

Sponsored by The New England Journal of Medicine

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

**Sunday, May 20**

**6:30 a.m.**

## Yoga Class

Sponsored by Complementary and Alternative Medicine SIG and Nursing and Allied Health Resources Section

*Open to all, no registration required.*

*Suggested donation, \$10 at the door.*

Start your day in the present moment!

This class will lead you through a series of movements to focus awareness on the integration of body and mind. Coming from a hatha yoga tradition (iyengar yoga), Brad Lichtenstein, a faculty member at Bastyr University, emphasizes slow and focused attention to your inner landscape (felt-sense experience). To learn more about Lichtenstein, see [www.pranaplay.com/profile.html](http://www.pranaplay.com/profile.html).

**7:00 a.m.–9:00 a.m.**

## New Members/First-time Attendees Program and Breakfast

Sponsored by Wolters Kluwer | Ovid  
*Invited Event.*

Is this your first MLA annual meeting? Would you like to meet MLA leaders? Join the MLA Membership Committee for its annual program and breakfast. The program begins promptly at 7:30 a.m. **To receive an invitation, please check the box on the registration form.** Invitations will be emailed about 4 weeks before the meeting. **You must RSVP to gain admittance.**

**noon–2 p.m.**

## Chapter Council Presents Chapter Sharing Roundtables

*Sponsored by UpToDate*

*Optional ticketed event. You must register in advance, no onsite registration. A lunch ticket is required to participate in a discussion and costs \$38. Register by topic number. Registrations without a topic number will not be processed.*

Lunch and informal discussions on the topic of your choice. Topics are listed below. Lunch will be served including salad, entrée, and dessert. Please indicate dietary restrictions on your registration form.

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

MLA offers one free lunch ticket per topic to new members (MLA member for five years or less) who register via the online registration system. Free tickets are paid by chapter donations and MLA and are available on a first-come, first-served basis. To select a free ticket, choose Chapter Council Presents Sharing Roundtable “free lunch” in the optional ticket section of the online registration form. Select your desired topic from the drop-down box. If your topic is grayed-out, this topic has already been taken; however, tickets are still available for purchase.

The free ticket will be added to your registration and show on your confirmation letter with a price of zero. When you arrive at the meeting, you will receive a lunch ticket with your selected topic printed on it. At the lunch, you must sit at the table for your designated topic. Each table facilitator will have a roster to check attendance. If your plans change and you cannot attend, please cancel so the free ticket will be available for another attendee. See registration instructions for cancellation instructions.

### Topics for 2012 Roundtables

For descriptions, go to [www.chaptercouncil.mlanet.org/roundtables/](http://www.chaptercouncil.mlanet.org/roundtables/).

- |   |   |
|---|---|
| 1. Career and Leadership Development                  | 15. Measuring Success and Influencing Decision Makers |
| 2. Copyright Issues                                   | 16. Mobile Technologies for Medical Libraries         |
| 3. Disaster Planning*                                 | 17. Negotiating with Vendors*                         |
| 4. E-Books  | 18. New and Emerging Roles for Medical Librarians     |
| 5. Embedded Librarians                                | 19. Patient Safety*                                   |
| 6. Electronic Medical Record: Role of the Library     | 20. Research for Librarians                           |
| 7. Evidence-Based Nursing                             | 21. Solo Librarians*                                  |
| 8. Health Literacy                                    | 22. Supporting Translational Research*                |
| 9. How to Stay Current with New Technology            | 23. Teaching Evidence-Based Medicine                  |
| 10. Instruction Techniques                            | 24. Technical Services in Medical Libraries           |
| 11. Issues in Hospital Librarianship                  | 25. Virtual Reference*                                |
| 12. Liaisons Stepping Out of the Library              |   |
| 13. Literature Searches to Support Systematic Reviews |   |
| 14. Marketing Library Services                        |   |

\* New topics for 2012



# Networking Events

6:00 p.m.–7:00 p.m.

## International Visitors Reception

Sponsored by The New England Journal of Medicine

For International Cooperation Section members and international attendees.

## Library School Reunion

Open to library school alumni. No registration required.

## Section Shuffle

Find your team with MLA's twenty-three sections at the third Section Shuffle. Refreshments provided. All MLA members are welcome. No advance signup required.

6:00 p.m.–7:30 p.m.

## Hospital Libraries Section Business Meeting and Connection Reception

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

Monday, May 21

noon–1:30 p.m.

## Awards Ceremony and Luncheon

Sponsored by UpToDate

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

1:30 p.m.–2:30 p.m.

## Academy of Health Information Professionals Q & A Session

6:00 p.m.–7:00 p.m.

## Tweet-Up

Meet in person with the people on Twitter.

Tuesday, May 22

3:30 p.m.–4:30 p.m.

## Open Forums

### International and National Outreach Programs: Learning From Each Other

In the current era of globalization, a number of libraries in the industrialized world have developed international outreach projects. In North America and Europe, programs have been developed on the national, regional, and local levels. Such projects have a commonality, and sharing ideas will enhance future projects and their sustainability. A panel will briefly highlight several international and national projects: their targeted audiences, strategies, successes, problems, and so on. Speakers and participants will share their ideas and experiences. If you are involved in such projects, or interested in learning more, please attend the session and contribute to the discussion.

### So You Want to Be a Library Director?

Are you ready to advance your career? Need tips and techniques for your CV? Interviews? Career path options? If you are planning a move to library management or a library director position, attend this forum! Current librarians in management positions will present their ideas on what works for becoming a successful management candidate.

### Scholarly Communications Open Forum

Join the Ad Hoc Committee for Advocating Scholarly Communications for an update on the latest developments in scholarly communications and how these changes are making an impact on library collections and services.

6:00 p.m.–7:30 p.m.

## Tech Trends

Section program sponsored by the Medical Informatics Section, Educational Media and Technologies Section, and Medical Library Education Section. All are invited. No registration required.

7:30 p.m.–10:00 p.m.

## Experience MLA Party (MLA Reception)

Experience Music Project (EMP) Museum: Music + Sci-Fi + Pop Culture

Sponsored by UpToDate

Ticketed event.

Explore some of the most significant moments in rock music, science fiction, and popular culture through EMP's impressive exhibitions and interactive installations. Its spectacular presentation of rare artifacts, multimedia, and hands-on programs offer a unique experience you will find only at EMP.

# MLA'12 Sponsors



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## Services

### COLLEAGUE CONNECTION

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

To participate, please contact Hannah Norton at, [norton@ufl.edu](mailto:norton@ufl.edu) or [gunn@mlahq.org](mailto:gunn@mlahq.org), by May 7, 2012. Indicate whether you want to be paired with an experienced member or want to help a new colleague.

### INTERNATIONAL VISITORS DESK

Members of the International Cooperation Section (ICS) will welcome international visitors and provide an orientation to MLA '12. When you arrive at MLA '12, stop at the desk to learn what to see, where to go, whom to meet, and how to connect with MLA members at the meeting and electronically. The desk will be located in the MLA Registration area at the convention center. Hours of operation will be posted at the desk.

### JOB PLACEMENT CENTER

**Saturday, May 19** 9:00 a.m.–3:00 p.m.  
**Sunday, May 20** 10:00 a.m.–5:00 p.m.  
**Monday, May 21** 9:00 a.m.–11:30 a.m. and 1:30 p.m.–5:00 p.m.  
**Tuesday, May 22** 9:00 a.m.–noon and 1:30 p.m.–5:00 p.m.

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

Individual job seekers and employers must register with the Job Placement Center by completing the forms available at [www.mlanet.org/am/am2012/](http://www.mlanet.org/am/am2012/), calling 312.419.9094 x11, or emailing [gunn@mlahq.org](mailto:gunn@mlahq.org) (please use "Job Placement Center" in subject line).

*All forms will be accepted whether or not you are able to attend MLA '12. Employers are assessed fees for participating; there is no fee for job seekers.*

The deadline for all forms is Tuesday, May 1, 2012. After May 1, 2012, please bring all forms to the placement center.

*In addition to the onsite Job Placement Center, employers can post job opportunities on the MLA '12 website for \$100 for 2 months. Details are available on the MLA '12 site.*

To place a job ad on MLANET, visit [www.mlanet.org/jobs/jobs2.html](http://www.mlanet.org/jobs/jobs2.html).

### MLA RESUME CLINIC

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

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

The resume clinic is available during the MLA Job Placement Center hours on Sunday, May 20, Monday, May 21, and Tuesday, May 22.

If you would like to send your information in advance of your arrival, please send it to Brenda Faye Green at [bfgreen@uthsc.edu](mailto:bfgreen@uthsc.edu), or you can bring it with you.

*Drop-ins are welcome; however, signing up is strongly advised. You must attend MLA '12 to use this service. If you cannot attend the meeting and wish to have your resume reviewed, you can find a mentor at [www.mlanet.org/mentor/](http://www.mlanet.org/mentor/).*

### OFFICIAL ANNUAL MEETING BLOG

The National Program Committee and volunteer bloggers will provide personal coverage on section programming, plenary sessions, exhibitors, social events, and more. Check it out before, during, and after the meeting at [www.npc.mlanet.org/mla12](http://www.npc.mlanet.org/mla12).

## MLA '12 MEETINGS AND EXHIBIT HALL LOCATION

Washington State Convention Center, 800 Convention Place  
Seattle, WA 98101

### EXHIBIT HOURS:

<b>Saturday, May 19</b>	Welcome Reception/Opening of Exhibits: 5:30 p.m.–7:30 p.m.
<b>Sunday, May 20</b>	noon–5:00 p.m.
<b>Monday, May 21</b>	10:00 a.m.–noon and 1:15 p.m.–5:00 p.m.
<b>Tuesday, May 22</b>	10:00 a.m.–3:00 p.m.

### Exhibitors (as of December 12, 2011)

To exhibit at MLA '12, contact Greg Andruch, Hall-Erickson, at 630.434.7779; email, mla@heexpo.com.

- A.D.A.M. Education, a division of Ebix Health
- Alexander Street Press
- American Academy of Orthopaedic Surgeons
- American Academy of Pediatrics
- American Association for the Advancement of Science
- American Medical Association
- The American Physiological Society
- American Psychiatric Publishing
- Annual Reviews
- Atiz Innovation
- Basch Subscriptions, a Prenax Company
- Better World Books
- BMJ Group
- Complete Book and Media Supply
- CyberTools for Libraries
- Decker Publishing
- ebrary
- EBSCO Information Services
- Elsevier
- EOS International
- EPrints Services
- Exam Master Corporation
- Faculty of 1000
- Future Science Group
- HARRASSOWITZ
- John Wiley & Sons
- *The Journal of Bone and Joint Surgery*
- *Journal of Visualized Experiments*
- Leadership Directories
- Logical Images
- Mary Ann Liebert Publishers
- Matthews Medical & Scientific Books
- McGraw-Hill
- The Medical Letter on Drugs and Therapeutics
- National Center for Health Statistics
- National Library of Medicine
- Natural Medicines Comprehensive Database
- *The New England Journal of Medicine*
- Oxford University Press
- PEPID
- *Proceedings of the National Academy of Sciences*
- ProQuest (RefWorks, Serials Solutions, Dialog)
- Radiological Society of North America
- The Reference Shelf
- Rittenhouse Book Distributors
- Royal Society of Medicine Press
- SAGE Publications
- Silverchair Information Systems
- Softlink America
- Springer
- STAT!Ref
- Swets
- SydneyPLUS International
- TDNet
- Thieme Medical Publishers
- Thomson Reuters
- Touch of Life Technologies
- UpToDate
- WebLib
- Wolper Subscription Services
- Wolters Kluwer Health | Ovid
- WT Cox Subscriptions
- YBP Library Services

# Hall of Exhibits



### Internet Café

Sponsored by Elsevier

#### Saturday, May 19–Wednesday, May 22

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

### Poster Sessions

1. **Sunday, May 20** 3:30 p.m.–4:30 p.m.
2. **Monday, May 21** 3:30 p.m.–4:30 p.m.
3. **Tuesday, May 22** 1:00 p.m.–2:00 p.m.

Peer-reviewed posters are a great opportunity to learn from your peers' experiences implementing new programs and establishing new techniques for today's contemporary library. View posters on MLANET about three weeks before the meeting

### Technology Showcase

Hall of Exhibits hours

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

## INFORMAL MEETINGS NOTICE

<b>Sunday, May 20</b>	7:00 a.m.–9:00 a.m. 3:30 p.m.–4:30 p.m.
<b>Monday, May 21</b>	7:00 a.m.–9:00 a.m. 3:30 p.m.–4:30 p.m. 4:30 p.m.–6:00 p.m. 6:00 p.m.–8:00 p.m.
<b>Tuesday, May 22</b>	7:00 a.m.–9:00 a.m. 11:30 a.m.–12:30 p.m. 4:30 p.m.–6:00 p.m.
<b>Wednesday, May 23</b>	7:00 a.m.–9:00 a.m.

Note: If you are an affiliate, non-MLA group, exhibitor, or commercial group, you will be charged for reserving informal meeting space. For more information and to reserve informal meeting space, you must complete an application, available at [www.mlanet.org/am/am2012/](http://www.mlanet.org/am/am2012/).

MLA reserves blocks of time for informal meetings and other events. Requests outside these times cannot be accommodated. Requests received before **February 13, 2012**, will be listed in the *Official Program*.

By contract, all meeting space is controlled by MLA. Calls to the convention center or hotels for space will be forwarded to the meeting manager for approval.

# CE Courses



## Registration and Fees

Registration is handled on a first-come, first-served basis, and no waiting lists are maintained. You must register for continuing education (CE) courses by course number and day on the registration form. Fees are based on first-choice selections. You do not have to register for the meeting to register for MLA '12 courses. Room assignments will be listed in the *Official Program*. Some instructors have established a maximum attendance size, so register early by sending in the registration form on page 23 today—or better yet, register online now.

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

## 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/](http://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

## SPECIAL 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 interested in management.



### Hands-on Computer Courses

All hands-on computer courses will be held at an offsite facility in Seattle, WA, and not at the Washington State Convention Center, Sheraton Seattle, or Hyatt at Olive 8. The facility will be named in the *Official Program*. Transportation from the hotels to the facility will be provided, if necessary. Hands-on courses are marked as part of the course description with the hand icon.

## Friday, May 18

8:00 a.m.–5:00 p.m.



### CE600 Optimize Your E-Learning Design and Development: A

Hands-on Workshop

**Level:** Beginning+

**Cost:** \$405 (nonmember, \$695)

**Attendance maximum:** 20

This workshop will feature tips, techniques, and examples from some of the most efficient e-learning developers in medical libraries and health care. The workshop explores best practices in designing effective, self-paced learning. Come prepared to both learn and practice techniques through hands-on exercises in a computer lab.

**Instructor:** Jan Buhmann, Manager, Learning Technologies, PeaceHealth, Eugene, OR

10:00 a.m.–5:00 p.m.

### CE100 "Doctor Speak" for Medical Librarians: Understanding Terminology, Tests, and Treatments: Part I: Medical Terminology


**Level:** Beginning

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

Medical terminology is the common language of medicine and health care. This course will cover the basics and key concepts of medical terminology,

anatomy and physiology of body systems, and words pertaining to diseases, diagnosis, treatment, health care facilities, and health care personnel. Resources for additional learning will be presented.

**Instructor:** Kathleen Moeller, AHIP, FMLA, Director, Borland Health Sciences Library, University of Florida–Jacksonville

 **CE200** Diagnostic Error and Patient Safety: Team Up and Tackle It


**Level:** Beginning+

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

**Attendance maximum:** 25

Diagnostic error directly affects patient safety—an MLA priority. This course presents the concepts of diagnostic error, placing it in context and preparing attendees to begin planning strategies and projects that team librarians with clinical staff to tackle diagnostic error. An informationist/clinical librarian tools list, exercises identifying targets, and goals are presented.

**Instructors:** Elaine C. Alligood, Chief, Library Service, Boston VA Health Care System, Boston, MA; Lorri Zipperer, Cybrarian, Zipperer Project Management, Albuquerque, NM; Barbara B. Jones, Missouri/Library Advocacy Coordinator, National Network of Libraries of Medicine, MidContinental Region, J. Otto Lottes Health Sciences Library, University of Missouri–Columbia; and Linda Williams, Program Director, VA National Center for Patient Safety, Ann Arbor, MI

 **CE400** Cataloguing with Resource Description and Access (RDA)

**Level:** Beginning+

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

**Attendance maximum:** 20

This hands-on course will provide a comprehensive overview of resource description and access (RDA), with an emphasis on print resources. This course will discuss the theoretical models underpinning RDA, provide guidance on navigation of RDA, address the major changes between AACR2 and RDA, and introduce the new RDA-related MARC21 fields.

**Instructor:** Chamy P. Kincy, Catalog Librarian, Cataloging and Metadata Center, UCLA Library, University of California–Los Angeles

**CE700** Formulating a Research Plan Through Collaboration

**Level:** Beginning+

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

**Attendance maximum:** 25

This course will introduce the research process and study design and demonstrate the value of collaboration on research projects. The class will focus on having participants develop answerable research questions, choose a study design best suited to answering their questions, and determine which data collection method would be most appropriate.

**Instructors:** Heather N. Holmes, AHIP, Clinical Informationist, Medical Library, Summa Health System, Akron, OH, and Elizabeth M. LaRue, AHIP, Assistant Professor, Nursing Informatics, School of Nursing, University of Pittsburgh, Pittsburgh, PA

**8:00 a.m.–noon**

**CE101** Standards Is Not a Four-Letter Word

**Level:** Intermediate

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

**Attendance maximum:** 20

Participants will develop a better understanding of how to use all accreditation standards, not just the Joint Commission's, to their

# CE Courses

advantage to strengthen the library's role and visibility in their institutions. Participants will learn the key issues related to providing and managing knowledge-based information to support the key components of hospital operations. How to run the library as a personal business will also be addressed.

**Instructor:** Katherine R. Stemmer Frumento, AHIP, Director, Library Services, Greenwich Hospital, Greenwich, CT

 **CE701** Searching in Support of Systematic Reviews



**Level:** Beginning+

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

**Attendance maximum:** 15

Have you been asked to participate in the development of a systematic review? This is not for the faint of heart; it is an elaborate process. Through informal discussion and case-based learning, you will acquire the skills needed to support systematic reviews in your institution.

**Instructors:** Janis Glover, AHIP, Education Services Librarian, Cushing/Whitney Medical Library, Yale University, New Haven, CT, and Karen Odatto, Research and Education Librarian, Biomedical Libraries, Dartmouth College, Hanover, NH

  **CE702** Finding the Evidence: Evidence-Based Practice in Nursing

**Level:** Beginning

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

**Attendance maximum:** 30

This class will include a basic overview and history of evidence-based practice (EBP) in nursing, hierarchies of quantitative and qualitative evidence, question formulation, and use of the right resources, as well as cover aspects unique to nursing EBP in research, clinical practice, and nursing administration.

**Instructors:** Dolores Judkins, AHIP, Head, Instruction, Research and Outreach, Library, Oregon Health & Science University–Portland, and Patrice O'Donovan, AHIP, Library Director, Portland Campus Library, Linfield College, Portland, OR

**1:00 p.m.–5:00 p.m.**

 **CE102** Introduction to Epidemiology for Librarians


**Level:** Beginning+

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

Learn how epidemiology is used to study human health and disease outbreaks, what the varied roles and training of practitioners involved in creating health data are, and how librarians may use epidemiological knowledge to search and select relevant literature, as well as plan their own research.

**Instructor:** Kristine M. Alpi, AHIP, Director, William Rand Kenan Jr. Library of Veterinary Medicine, and Adjunct Assistant Professor, Population Health and Pathobiology, College of Veterinary Medicine, North Carolina State University–Raleigh

# CE Courses

 **CE300** Advanced Biomedical Literature Searching Using State-of-the-Art Next Generation Search Tools

**Level:** Advanced

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

**Attendance maximum:** 20

This course introduces the best-of-breed new generation of open-access biomedical literature search tools that enable users to “see” literature broader and deeper, yet spend far less time on searching and “reading.”

**Instructors:** Yi-Bu Chen, Program Coordinator, and Meng Li, Bioinformatics Specialist, Bioinformatics Service Program, Norris Medical Library, University of Southern California—Los Angeles

**CE500** Cloud Computing and Medical Libraries

**Level:** Beginning

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

**Attendance maximum:** 15

Where does information live these days? Why, in the cloud, of course! Learn what the cloud is and its potential impact on your medical library.

**Instructor:** Ellie Bushousen, AHIP, Assistant University Librarian, Health Science Center Libraries, University of Florida—Gainesville

## Saturday, May 19

8:00 a.m.–5:00 p.m.

**CE103** Statistical Literacy for Medical Librarians: Swimming in a Whirlpool of Conflicting Medical Claims

**Level:** Beginning+

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

The class will be taught through a combination of lecture, demonstration, discussion, and hands-on exercises. Learners will gain skills in interpreting statistics in the medical literature through an understanding of concepts such as confidence intervals, odds ratios, *P*-values, and measures of risk. Participants will learn how different research design choices influence the ability of a research study to inform patients and health care providers about the benefits and risks of new medical therapies. Mini lectures will build awareness of the history of causality in the health sciences, the hierarchy of evidence, and the librarian’s role in the systematic review process.

**Instructors:** Stephen D. Simon, Independent Statistical Consultant, P. Mean Consulting, Leawood, KS, and Susan Sanders, AHIP, Clinical Medical Librarian, Health Sciences Library, University of Missouri—Kansas City

**CE401** Electronic Collection Development for Health and Medicine E-Libraries

**Level:** Intermediate

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

In-class lecture, discussion, and group practice with web-based learning activities will focus on the process of e-library collection development planning. Participants will focus on developing a collection plan for one library patron group that they choose for the kinds of libraries they work in. After class, if participants wish additional continuing education, they will be

able to draft an e-library collection development plan with free and fee-based, web-accessible resources for a patron community of their choice. This collection plan will be developed in four phases: collection plan abstract or introduction, collection strategy, collection organization plan, and collection maintenance plan. The class will use examples of well-planned and well-designed e-libraries on the web to illustrate each phase. The learning objectives are: Participants will develop selection criteria and plan for collection, evaluation, organization, and maintenance of an e-library collection for a patron group of their choice in the kind of library they choose. Participants will have begun identifying, evaluating, selecting, and collecting appropriate free and fee-based, web-accessible resources for a subject or patron group that they wish to develop and will end the session with a completed collection development plan for the subject or patron group. Participants may continue working on their own individual e-library collection development policies on the teacher’s Moodle after the class meeting.

**Instructor:** Diane K. Kovacs, Web Teacher, Kovacs Consulting Internet and Web Training, Brunswick, OH

**Note:** Web-based portion of course to follow. Participants will receive 20 MLA CE contact hours if they participate in both.

8:00 a.m.–3:00 p.m.

**CE104** Doctor Speak for Medical Librarians:

Understanding Terminology, Tests, and Treatments:

Part 2: Basic Clinical Skills: An Introduction to Laboratory Tests, Medical Imaging, and Common Drug Types

**Level:** Beginning+

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

This course will provide librarians with practical medical knowledge, focusing on information relevant to case histories, laboratory data, and medical team discussions. Sections will cover common types of drugs, laboratory values (vital signs, basic metabolic profile, complete blood count, urine analysis), and imaging techniques (X-Rays, CTs, MRIs).

**Instructors:** Jennifer A. Lyon, AHIP, Clinical Research Librarian; Linda Butson, AHIP, Consumer Health and Community Outreach Librarian; Health Science Center Libraries, University of Florida—Gainesville; and Kathleen Moeller, AHIP, FMLA, Director, Borland Health Sciences Library, University of Florida—Jacksonville

 **CE201** Redesigning Libraries for the 21st Century


**Level:** Beginning

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

**Attendance maximum:** 30

This course examines the issues and principles of space planning for new, remodeled, and renovated library space. Requirements and principles for designing information or learning commons, public and staff workstations, green libraries, emerging technologies, the impact of electronic publishing, and social and spatial boundaries and their implications for library design are discussed.

**Instructor:** Logan Ludwig, AHIP, FMLA, Supreme Council, Knights of Columbus, Haven, CT

 **CE202** Do You Want to Be a Library Director:

Knowledge, Skills, and Career Paths



**Level:** Intermediate+

**Cost:** \$290 (nonmembers, \$520)

**Attendance maximum:** 15

The course is designed to inform MLA members who aspire to become academic health sciences library directors. The course will prepare MLA members to consider the leadership challenges in academic health sciences libraries and to assess their own career goals and readiness. The course addresses leadership potential, directors' activities in the academic health center environment, self-assessment, and service as an interim or acting director.

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

  **CE301** Finding Drug Information, or How to Think and Act Like a Pharmacy Librarian

**Level:** Intermediate



**Cost:** \$365 (nonmembers, \$635)

**Attendance maximum:** 20

What is drug information (DI)? What makes locating information about medications and drugs different from traditional literature searching? Where do you start? The types of questions and the approaches and resources used to answer them are different for DI from those used for traditional, evidence-based medicine. Librarians who specialize in DI questions often think differently about information to answer these questions. This course will help participants explore the mindset of the pharmacy librarian by working along a continuum from basic concepts to hands-on practice with resources. The overall focus will be on electronic resources, and instructors will provide tips for successful database searching as well as what to do if the information is not available online.

**Instructors:** KTL Vaughan, AHIP, Pharmacy Librarian, Health Sciences Library, and Clinical Professor, Eshelman School of Pharmacy, University of North Carolina–Chapel Hill; and Terry Ann Jankowski, AHIP, Head, Information and Education Services, Health Sciences Library, University of Washington–Seattle

8:00 a.m.–noon

  **CE302** Microbial Genome Analysis and Comparisons: Web-Based Protocols and Resources



**Level:** Beginning+

**Cost:** \$315 (nonmembers, \$560)

**Attendance maximum:** 20

This course will describe how to access the microbial genome sequences and annotations and compare them with other genome sequences. The course will address practical discovery questions such as “What are the differences between closely related pathogenic and nonpathogenic bacteria?”

**Instructor:** Medha Bhagwat, Informationist/Bioinformatics Specialist, National Institutes of Health Library, Bethesda, MD

  **CE303** ABCs of DNA: Unraveling the Mystery of Genetics Information for Consumers

**Level:** Beginning


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

**Attendance maximum:** 20

Consumers and librarians working with the public need to be aware of the issues surrounding genetics and resources to assist patrons in locating and evaluating sometimes complex and confusing information. This class offers an overview of genetic disorders, genetic testing, genetic counseling, and

the Human Genome Project. Ethical and legal issues associated with genetic disorders will be covered with regard to privacy, discrimination, and potential legislative impact on medicine and society. A variety of reliable health information resources will be demonstrated, including, but not limited to, Genetics Home Reference, ClinicalTrials.gov, the National Organization for Rare Disorders, and MedlinePlus. This four-hour hands-on class is intended for consumers, public librarians, and health sciences librarians who work with the public.

**Instructor:** Terri Ottosen, AHIP, Consumer Health Coordinator, National Network of Libraries of Medicine, Southeastern/Atlantic Region, Health Sciences and Human Services Library, University of Maryland–Baltimore

 **CE601** Promoting Health Literacy Through Easy-to-Read Materials

**Level:** Beginning

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

**Attendance maximum:** 25

This hands-on class introduces the “problem” of health literacy and an overview of easy-to-read resources. Topics include: the concept of health literacy; plain language initiatives such as text, graphics, and layout; and readability tests. Participants will have the opportunity to evaluate, review, and rewrite a variety of health information materials.

**Instructor:** Cheryl Rowan, Public Health Coordinator, National Network of Libraries of Medicine, South Central Region, Library, Houston Academy of Medicine, Texas Medical Center–Houston

**CE703** Positioning the Professions: Science, Technology, and Medicine (STM) Publishing



**Level:** Beginning

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

This course will teach librarians about the biomedical publishing process and enhance the knowledgebase and communications between librarians and publishers, thereby enabling both groups to face the challenges of current and future scholarly communication environments. Topics include peer review, ethical issues, online publishing, pricing considerations, and editorial aspects.

**Instructors:** Jean Shipman, AHIP, FMLA, Director, National Network of Libraries of Medicine, MidContinental Region, and National Library of Medicine Training Center, Spencer S. Eccles Health Sciences Library, University of Utah–Salt Lake City; John Tagler, Vice President and Executive Director, Professional and Scholarly Publishing Division, Association of American Publishers, New York, NY; and Tom Richardson, Director, Institutional Sales and Service, *New England Journal of Medicine*, Waltham, MA

1:00 p.m.–5:00 p.m.

  **CE304** Comprehensive Gene-Centered Information Search

**Level:** Intermediate+

**Cost:** \$315 (nonmembers, \$560)

**Attendance maximum:** 20

With live demonstrations and hands-on practice, this course will introduce the most authoritative databases and tools for basic-to-advanced gene information search, including gene annotations, functions, sequences, literature, and even

# CE Courses

experimental data, along with strategies for selecting the best resources for a defined search.

**Instructors:** Meng Li, Bioinformatics Specialist, and Yi-Bu Chen, Program Coordinator, Bioinformatics Service Program, Norris Medical Library, University of Southern California–Los Angeles

   **CE305** Disaster Health Information

Sources: The Basics

**Level:** Beginning

**Cost:** Free to MLA Members and nonmembers

**Attendance maximum:** 20

This course provides a comprehensive overview of the essential resources needed to provide health-related information services for supporting disaster mitigation, planning, response, and recovery. This interactive, case-based workshop will cover key resources from the National Library of Medicine (NLM), federal and nonfederal agencies, and international organizations. Tools for locating, organizing, and disseminating disaster health information will also be discussed.

**Instructor:** Robin Featherstone, Liaison Librarian (Medicine), McGill Life Sciences Library, McGill University, Montreal, QC, Canada

**CE501** LINKED: An Intro to the Semantic Web for Medical Librarians and Biomedical Information Professionals

**Level:** Beginning+

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

The semantic web will shift how we find, share, reuse, and combine information. By using open data standards, computers can explore relationships, revolutionize health care, and perform deep analyses of linked data. We will introduce concepts and tools, provide hands-on exploration, and discuss how medical information professionals can use the semantic web.

**Instructors:** Layne M. Johnson, Translational Science Information Specialist, Health Sciences Library, and Jonathan Koffel, Clinical Information Librarian, Bio-Medical Library, University of Minnesota–Minneapolis

**CE502** App Therapy: Mobile Technology and Health Sciences Libraries

**Level:** Beginning+

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


Still trying to figure out how playing Angry Birds on your smart phone is going to impact health sciences libraries? Do you still think of your cell phone as a phone? Even if you do not have a smart phone, this course may be just what you need to cut through the hype and balderdash. There is already consensus among technology experts that “more users will likely connect to the Internet via mobile devices than desktop PCs within 5 years” (2009, The Mobile Internet Report). This course will provide participants with an understanding of the current mobile environment and how library services can evolve to meet increasing demand. At the end of this course, you will understand the types and function of mobile technologies, know how apps work and what the impact on library resources and services is, be aware the

issues related to mobile site creation for libraries, have the ability to cut through the hype of mobile, and have an appreciation for the real impact of mobile devices in health care.

**Instructor:** Bart Ragon, Associate Director, Knowledge Integration, Research, and Technology, Claude Moore Health Sciences Library, University of Virginia–Charlottesville and Gabriel R. Rios, Deputy Director, Lister Hill Library of the Health Sciences, University of Alabama–Birmingham

## Wednesday, May 23

1:00 p.m.–5:00 p.m.


 **CE203** The Agile Librarian’s Guide to Thriving in Any Institution

**Level:** Intermediate

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

Agile librarians love their work and are appreciated for it. They have expertise in the practice of their profession and in the business of gaining and maintaining influence, as well as in effective marketing and public relations. This practical class describes and illustrates proven methods to get your library and information services the attention and support they deserve. Discover what your parent organization needs and values most. Delight your clients, your boss, and nonlibrarian decision makers. Build a credible image and strengthen positive communication. Gather, analyze, and use valid evidence to support decisions. Keep your career green, growing, and agile!

**Instructor:** Michelynn McKnight, AHIP, Associate Professor, School of Library and Information Science, Louisiana State University–Baton Rouge

 **CE306** Librarians without Borders®: HINARI Access to Research in Health Programme: Training the Trainers Hands-on Course

**Cost:** \$25 (nonmember, \$560)

**Attendance maximum:** 20

The course is for MLA registrants from institutions with linkages to organizations in HINARI-eligible countries ([www.who.int/hinari/eligibility/en/](http://www.who.int/hinari/eligibility/en/)). It will review the baseline skills necessary for effectively using the 8,000 e-resources of the program. After completing the course, participants will be able to train visitors at their institutions and/or conduct workshops at the partner organizations.

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

**CE602** Forging a Path for Translational Science Support at Your Institution: A Roadmap for Success

**Level:** Beginning+

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

The concept of clinical and translational science and its multidisciplinary approach offer prime opportunities for many different types of libraries to create visionary, library-based translational science support programs. This class will provide medical librarians with an initial foundation to develop and/or supplement translational science programs for their institutions.

**Instructors:** Kristi L. Holmes, Bioinformaticist, and Cathy Sarli, AHIP, Scholarly Communications Specialist, Becker Medical Library, School of Medicine, Washington University, St. Louis, MO





MLA will again host three eLearning opportunities during MLA '12. MLA members who are not able to attend the meeting will be able to participate in live web-based versions of the three courses. Technical requirements will be sent electronically prior to the annual meeting. For more course and instructor information, see earlier course listings. For questions, please contact Debra Cavanaugh, [mlapd3@mlahq.org](mailto:mlapd3@mlahq.org).

## Friday, May 18

1:00 p.m.–5:00 p.m. (Pacific time)

**ISIC CE102W** Introduction to Epidemiology for Librarians

**Level:** Beginning+

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

**Attendance maximum:** 15

## Saturday, May 19

1:00 p.m.–5:00 p.m. (Pacific time)

**CE502W** App Therapy: Mobile Technology and Health Sciences Libraries

**Level:** Beginning+

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

**Attendance maximum:** 20

## Wednesday, May 23

1:00 p.m.–5:00 p.m. (Pacific time)

**CE602W** Forging a Path for Translational Science Support at Your Institution: A Roadmap for Success

**Level:** Beginning+

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

**Attendance maximum:** 10

## MLA Symposium, Saturday, May 19

12:30 p.m.–5:00 p.m.

**MT CE800** Managing and Revitalizing Your Career as a Medical Librarian

*Sponsored by the Hospital Libraries Section and Leadership and Management Section*

**Cost:** \$250 (nonmember, \$460)

**MLA CE contact hours:** 4

**Attendance maximum:** 100

Successful medical librarians in today's hospital and academic health sciences libraries require career-planning training for a rapidly changing profession. Every rewarding career will bring ups and downs, and everyone faces career pitfalls and setbacks. Participants in this symposium will focus on identifying which stage of their career they are in; learning how to develop a balance of job versus professional duties; understanding the consequences of career derailment, stagnation, and burnout; and working with career coaches to reevaluate their paths and make adjustments to pursue a course that reflects who they are and what they want.

The symposium is organized into four program themes: (1) dealing with career burnout, (2) balancing and transitioning job responsibilities, (3) changing librarians' roles, and (4) avoiding career pitfalls. The symposium also offers professional career-planning tips and advice for librarians at all stages, including new, mid-career, and senior levels. Participants

will learn from an expert in the field about the causes of career stagnation and job burnout and strategies for staying energized and focused. A professional career coach will provide practical approaches for managing workloads and developing plans for transitioning into new jobs and new roles. A panel of senior medical librarians will share individual vignettes, addressing the challenges of achieving work/life balance, transitioning up and down duties, and training up in complex organizations. Attendees will also participate in an interactive exercise to obtain peer advice for successfully changing roles and mapping pathways to new career opportunities.

**Keynote Speaker:** Heather Krasna, Director, Career Services, Evans School of Public Affairs, University of Washington–Seattle.

**Speakers:** Elizabeth Atcheson, Blue Bridge Career Coaching, Seattle, WA, and Lorri Zipperer, Cybrarian, Zipperer Project Management, Albuquerque, NM. **Panelists:** Joyce Backus, Deputy Associate Director, Library Operations, National Library of Medicine, Bethesda, MD; Charles J. Greenberg, AHIP, Coordinator, Curriculum and Research Support, Harvey Cushing/John Hay Whitney Medical Library, Yale University, New Haven, CT; Pat Hawthorne, Director, Library Organizational Development and Human Resources, Emory Libraries, Emory University, Atlanta, GA; and Katherine R. Stemmer Frumento, AHIP, Director, Library Services, Greenwich Hospital, Greenwich, CT.

# Section Programs

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

Beginning in March, use the online program planner to navigate the meeting in advance. Find dates, times, room assignments, presenters, and abstracts. Find descriptions of the program themes, times, and invited speakers at [www.mlanet.org/am/am2012/sect\\_prog/](http://www.mlanet.org/am/am2012/sect_prog/).

## Section program session times are:

<b>Sunday, May 20</b>	4:30 p.m.–6:00 p.m.
<b>Monday, May 21</b>	10:30 a.m.–noon 2:00 p.m.–3:30 p.m. 4:30 p.m.–6:00 p.m.
<b>Tuesday, May 22</b>	2:00 p.m.–3:30 p.m. 4:30 p.m.–6:00 p.m. 6:00 p.m.–7:30 p.m. (Tech Trends session only)

## Plan Your Time Online

MLA '12 will use a new online program planner to provide the information you need to navigate the meeting in advance. The program planner locates all types of sessions and includes room assignments at the Washington State Convention Center. Use the program planner to choose the section programs, meetings, and events that you wish to attend. More information regarding this great new tool will be forthcoming in the spring.

Abstracts will only be available online at [www.mlanet.org/am/am2012/](http://www.mlanet.org/am/am2012/). A printed version of the abstracts will not be produced to reduce paper use and the impact on the environment.

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

## 2012 National Program Committee

Cancer Librarians Section, History of the Health Sciences Section, Institutional Animal Care and Use SIG, Molecular Biology and Genomics SIG, Translational Sciences Collaboration SIG

**From the Bench to the Field: Translational Research (general topic session)**

## 2012 National Program Committee

Medical Library Education Section, New Members SIG  
**It's Outta Here! Community Engagement (general topic session)**

## 2012 National Program Committee

Libraries in Curriculum SIG  
**Spring Training: Education and Instruction (general topic session)**

## Cancer Librarians Section

Clinical Librarians and Evidence-Based Health Care SIG, Federal Libraries Section, Dental Section

**Clinical Librarians Get into the Game: Collaborating with Clinicians to Improve Patient Care**

## Chiropractic Libraries Section

History of the Health Sciences Section

**Complementary and Alternative Medicine (CAM): Evidence, Bias, and Use....Oh, My!**

## Collection Development Section

Technical Services Section

**Sustaining Library Collections to Ensure a Home Run**

## Consumer and Patient Health Information Section

Federal Libraries Section; Outreach SIG; Lesbian, Gay, Bisexual, and Transgendered Health Sciences Librarians SIG; Relevant Issues Section; African American Medical Librarians Alliance SIG

**Consumer Health Outreach: Taking the Consumer Health Library out of the Library**

## Corporate Information Services Section

Consumer and Patient Health Information Section, Relevant Issues Section

**Patient Advocacy: Meaningful User Needs Assessment**

## Dental Section

Nursing and Allied Health Resources Section, Educational Media and Technologies Section, Libraries in Curriculum SIG

**Connecting with the Away Team: Leveraging Mobile Technology  
2012 STAT!Ref Lecture**

## Educational Media and Technologies Section

Libraries in Curriculum SIG, Molecular Biology and Genomics SIG, Complementary and Alternative Medicine SIG

**Becoming a Better Teacher: How to Coordinate, Execute, and Assess Instruction**

## Educational Media and Technologies Section

Medical Informatics Section, Complementary and Alternative Medicine SIG, Libraries in Curriculum SIG, Osteopathic Libraries SIG, Outreach SIG

**Loading the Bases: Teaching with Technology and Multimedia**

## Federal Libraries Section

Informationist SIG

**Careers in Federal Libraries**

## Federal Libraries Section

Medical Library Education Section, Leadership and Management Section, Veterinary Medical Libraries Section, Retired Librarians SIG, Informationist SIG

**Time for a Game Change: Growing Opportunities to Reinvent Our Roles**

# Section Programs

## History of the Health Sciences Section

Nursing and Allied Health Resources Section, Hospital Libraries Section, Dental Section, African American Medical Librarians Alliance SIG

**Hall of Fame: Nursing and Allied Health Information and Scholarship in a League of Their Own**

## Hospital Libraries Section

Medical Library Education Section

**Knowledge Management: A Whole New Ballgame**

## Hospital Libraries Section

Complementary and Alternative Medicine SIG

**Librarian as MVP of the Patient Safety Team**

## International Cooperation Section

Public Health/Health Administration Section, Library Marketing SIG

**Stepping Out of the Box: Librarians Working in Unconventional Roles and Places in Support of Global Health**

## Leadership and Management Section

Corporate Information Services Section, Institutional Animal Care and Use SIG, Veterinary Medical Libraries Section, Cancer Librarians Section

**Smells Like Team Spirit: Partnerships to Move Your Library Forward**

## Leadership and Management Section

Veterinary Medical Libraries Section, Medical Library Education Section

**Where Have You Gone, Joe DiMaggio? Turning Losses into Opportunities**

## Medical Informatics Section

Educational Media and Technologies Section, Medical Library Education Section

**Tech Trends**

## Medical Informatics Section

Public Services Section, Molecular Biology and Genomics SIG, Libraries in Curriculum SIG, African American Medical Librarians Alliance SIG

**Triple Play: The Librarian's Roles in Bioinformatics Training, Research, and Resource Development**

## Medical Library Education Section

New Members SIG, Research Section

**New Voices: Let's Hear It from the Rookie Lineup**

## Nursing and Allied Health Resources Section

Educational Media and Technologies Section, Public Health/Health Administration Section, African American Medical Librarians Alliance SIG

**Fundamentals of the Game: Skill Building for Health Professional Information Literacy and Evidence-Based Practice**

## Nursing and Allied Health Resources Section

African American Medical Librarians Alliance SIG, Public Health/Health Administration Section

**Libraryless in Seattle: Outreach to the Resource-Poor and the Library-Bereft**

## Pharmacy and Drug Information Section

Dental Section, Complementary and Alternative Medicine SIG

**Building the All Star Team: Librarians' Role in Enabling Interprofessional Education**

## Pharmacy and Drug Information Section

Dental Section, Public Health/Health Administration Section, Medical Library Education Section, Complementary and Alternative Medicine SIG

**Annual Lecture**

## Public Health/Health Administration Section

International Cooperation Section, Relevant Issues Section

**Going the Distance: Keeping Your Global Health Projects Alive**

## Public Health/Health Administration Section

Complementary and Alternative Medicine SIG, Clinical Librarians and Evidence-Based Health Care SIG, Relevant Issues Section

**Teamwork for Evidence-Based Practice: Collaboration for Improving Evidence-Based Practice**

## Public Services Section

Federal Libraries Section; Osteopathic Libraries SIG; Lesbian, Gay, Bisexual, and Transgendered Health Sciences Librarians SIG

**Hitting the Ball out of the Park: Reaching New Audiences**

## Relevant Issues Section

Corporate Information Services Section; Pharmacy and Drug Information Section; International Cooperation Section; Lesbian, Gay, Bisexual, and Transgendered Health Sciences Librarians SIG

**Minority and Underserved Nontraditional Populations: Health Care Information for All**

## Research Section

Public Health/Health Administration Section, International Cooperation Section, Translational Sciences Collaboration SIG, Clinical Librarians and Evidence-Based Health Care SIG, Outreach SIG

**Effective Dissemination of Findings: Pitching Your Research with Speed and Accuracy**

## Research Section

Public Health/Health Administration Section, Molecular Biology and Genomics SIG

**Spring Training: Statistical Literacy and Techniques in Library Research and Practice**

## Technical Services Section

Collection Development Section, Molecular Biology and Genomics SIG

**Stepping Up to the Plate with New Concepts of Data: Resource Description and Access, Semantic Web, Linked Data**

## Veterinary Medical Libraries Section

Osteopathic Libraries SIG, Institutional Animal Care and Use SIG

**Instant Replay: How Technology Is Changing Our Game**

## Veterinary Medical Libraries Section


Institutional Animal Care and Use SIG

**Wisdom of Yogi: How We Instruct Our Game**



Information in an Interdependent World  
May 3–8, 2013  Boston, MA

**MLA'13** | **ICML** | **ICAHIS** | **ICLC**

Medical Library Association  [www.mlanet.org](http://www.mlanet.org)

It's not too early to plan ahead  
for MLA '13 in Boston, MA!

Paper and poster submissions are due early (by May 1, 2012) for this special international meeting. Final findings and results may be added to the accepted papers and posters up to February 1, 2013, so you don't have to have completed research to submit a paper or abstract. See [www.mlanet.org/am/am2013/](http://www.mlanet.org/am/am2013/) for more information.

The 2013 meeting theme is "One Health: Information in an Interdependent World." "One Health" encompasses human and animal health, public health, environmental health, climate change, food safety and production, and international health policy.

MLA '13 will incorporate the 11th International Congress on Medical Librarianship (ICML), the 7th International Conference of Animal Health Information Specialists (ICAHIS), and the 6th International Clinical Librarian Conference.

# How to Register

## GENERAL INFORMATION

### Cancellations

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

Meeting cancellations received by April 18, 2012, are subject to a \$50 fee. You will be assessed a \$50 fee for each CE course change or cancellation.

After April 18, 2012, MLA will give refunds only for documented medical emergencies. Refunds will be processed within 6 weeks after the meeting. MLA will honor written requests to transfer meeting registration or CE registration to another person without charge.

### Children

All children must have badges. Complimentary badges are available at the MLA Registration Desk. Children under thirteen are not permitted in the exhibit hall. Information about child care will be available at [www.mlanet.org/am/am2012/](http://www.mlanet.org/am/am2012/).

### Confirmations

If you register online, you will receive a confirmation by email within minutes. If you register by mail or fax, allow 5 days after receipt for an email confirmation. If an email address is invalid or missing, allow 2 weeks for a faxed confirmation. Please bring your confirmation letter with you to the MLA Registration Desk. Confirmations will be sent only to those who register prior to 11:59 p.m., central time, on May 11, 2012.

### Special Services

If you have a legal disability or dietary requirements, please include a written description of your needs with the registration form. Describe your needs and include an email address or fax number where you can be contacted for more information. MLA must receive the form by May 1, 2012.

### Student Discount

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

### Member Discount

MLA members in good standing are eligible for discounted member rates. Nonmembers may join by paying dues with registration. An application is available at [www.mlanet.org/joinmla/](http://www.mlanet.org/joinmla/). Members of the American Association of Law Libraries (AALL), American Medical Information Association (AMIA), American Public Health Association (APHA), Association for Library and Information Science Education (ALISE), Canadian Health Libraries Association/ Association des bibliothèques de la santé du Canada (CHLA/ABSC), Council of Science Editors (CSE), Interagency Council on Information Resources in Nursing (ICIRN), and Special Libraries Association (SLA) may register for the meeting at MLA member rates.

## POST-MEETING ALASKA CRUISE

Go extra innings on your visit to Seattle. Holland America offers a seven-day "Alaskan Explorer" cruise out of Seattle with a departure of May 26, 2012, on the Vista class cruise ship, *MS Westerdam*. Itinerary includes stops in Juneau, Glacier Bay, Sitka, Ketchikan, and Victoria British Columbia, CA. For more details, go to <http://tinyurl.com/alaskacruise-mla>.



Book online or contact Cori Schauffler, personal cruise consultant, Holland America Line, 800.355.3017 x29342; [CSchauffler@HollandAmerica.com](mailto:CSchauffler@HollandAmerica.com); [www.hollandamerica.com](http://www.hollandamerica.com).

Prices are based on per person cost and are subject to availability and change.

- Interior: \$799
- Obstructed Ocean View: \$899
- Ocean View: \$1,049
- Verandah: \$1,299
- Suites: \$1,449

Additional tax: \$139.44 per person



Photo by T. Rains, National Park Service

# How to Register

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

## THREE WAYS TO REGISTER

1. Go online at [www.mlanet.org/am/am2012/register/](http://www.mlanet.org/am/am2012/register/) (**online saves time**)
2. Mail your registration form with payment to CDS-MLA, 107 Waterhouse Road, Bourne, MA 02532
3. Fax your registration form with credit card payment to 508.743.9662



Smart phone quick response code to online registration.

Register by **April 18, 2012**, to receive the early-bird discount and save \$80! After May 11, 2012, bring the form to the registration desk at the Washington State Convention Center for onsite registration.

## Registration Packages

All registrants will have online access to audio recordings of most meeting sessions, with visual electronic presentations. Online access enables convenient access to meeting presentations to review the sessions you attended and hear sessions for the first time.

In addition, meeting registrants have online access to video of selected plenary sessions and posters. Posters will be live online a few weeks prior to the meeting.

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

Features	A	B	C	D
Online access to audio sessions with electronic presentations	X	X	X	X
Online access to streaming video of keynote and other select plenary sessions	X	X	X	X
Online access to posters before, during, and after the meeting	X	X	X	X
Online access to program and abstract book	X	X	X	X
Online access to program planner	X	X	X	X
Access to meeting sessions and Hall of Exhibits	X	X	X	
1 Ticket to the Welcome Reception	X	X		
1 Ticket to the Awards Ceremony and Luncheon	X			
1 Ticket to the MLA Tuesday Reception	X			

Register early to qualify for the discounted fees listed on the registration form. After midnight, central time, Wednesday, April 18, 2012, fees increase \$80.

## Registration Hours

Meeting material will be distributed at the MLA Registration Desk located at the Washington State Convention Center.

<b>Thursday, May 17</b>	4:00 p.m.–7:00 p.m.
<b>Friday, May 18</b>	7:00 a.m.–7:00 p.m.
<b>Saturday, May 19</b>	7:00 a.m.–7:30 p.m.
<b>Sunday, May 20</b>	7:00 a.m.–5:00 p.m.
<b>Monday, May 21</b>	7:00 a.m.–5:00 p.m.
<b>Tuesday, May 22</b>	7:00 a.m.–5:00 p.m.
<b>Wednesday, May 23</b>	7:00 a.m.–10:30 a.m. and noon–1:00 p.m.

## Payment

Payment must accompany your registration. You may pay by check (payable to MLA), money order, Visa, MasterCard, American Express, or Discover. Payments must be in US dollars and free of bank charges. Only registrations paid by credit card or purchase orders may be faxed to 508.743.9662.

If you are an MLA member and would like to be invoiced, you must include a purchase order with your registration. Payments not received by June 20, 2012, will be charged an \$80 late fee.

## FEDLINK Payment

If you have an existing FEDLINK Training account that you want MLA to bill, check the appropriate box on the registration form and enter your account information. Registration is subject to payment confirmation by FEDLINK. For questions regarding your FEDLINK account, please contact Elinda Deans at 202.707.4848.

### Package A: Inclusive

Includes admission to all sessions, exhibits, the Welcome Reception, the Awards Ceremony and Luncheon, and the Tuesday Reception. This package provides the best value.

### Package B: Conference only

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

### Package C: One day

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

### Package D: Individual e-Conference

Members who cannot travel to the meeting can still be part of the meeting community via online access.

### Package E: Institutional e-Conference License

Institutional Members: \$500  
Non-MLA Institutional Members: \$750  
Go to MLANET for the site license form.

### Exhibits-only

Exhibits-only allows entry only to the Hall of Exhibits from Sunday to Tuesday for spouses, significant others, and persons working outside the profession. It does not provide admission to the Saturday Welcome Reception, plenary sessions, or meeting programming or access to online meeting content. Exhibit-only passes are sold onsite at the MLA Registration Desk for \$20.

**THREE WAYS TO REGISTER FOR MLA '12:** 1. Go online: [www.mlanet.org](http://www.mlanet.org)  
 2. Mail form to: CDS-MLA, 107 Waterhouse Road, Bourne, MA 02532  
 3. Fax: 508.743.9662

# MLA '12 Registration Form

FIRST NAME\* \_\_\_\_\_ LAST NAME\* \_\_\_\_\_

INSTITUTION/ORGANIZATION/COMPANY\* \_\_\_\_\_

LIBRARY/AGENCY/DEPARTMENT\* \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

CITY\* \_\_\_\_\_ STATE/PROVINCE \_\_\_\_\_ ZIP/POSTAL CODE \_\_\_\_\_

EMAIL ADDRESS (REQUIRED FOR EMAIL CONFIRMATION) \_\_\_\_\_

ADDITIONAL EMAIL TO RECEIVE CONFIRMATION (OPTIONAL) \_\_\_\_\_ \* APPEARS ON BADGE

Check box if you do not want exhibitor email  Check box if you do not want an annual meeting bag

MLA MEMBER ID \_\_\_\_\_ **Indicate voting rights:**  
 Individual  Institutional

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

Check here if you have any dietary restrictions.  
 Please describe: \_\_\_\_\_

COUNTRY\* (IF OUTSIDE THE US) \_\_\_\_\_

DAYTIME TELEPHONE \_\_\_\_\_

CELLULAR TELEPHONE (WILL NOT BE PUBLISHED) \_\_\_\_\_

FAX NUMBER \_\_\_\_\_

### I. REGISTRATION FEES (Circle one category within package.)

See "member discount" on page 21 for more information.

	On or before Apr. 18	After Apr. 18
<b>Package A: Inclusive</b>		
• MLA member/institutional representative	\$510	\$590
• MLA emeritus member	\$255	\$335
• MLA student member	\$195	\$195
• Nonmember	\$765	\$845

<b>Package B: Conference only</b>		
• MLA member/institutional representative	\$360	\$440
• MLA emeritus member	\$180	\$260
• MLA student member	\$ 25	\$ 25
• Nonmember	\$540	\$620

**Package C: One-day attendance**

Indicate day:  Sun  Mon  Tue  Wed

• MLA member/institutional representative	\$200	\$280
• MLA emeritus member	\$100	\$180
• Nonmember	\$300	\$380

	On or before May 23	After May 23
<b>Package D: e-Conference</b>		
• MLA member/institutional representative	\$100	\$180
• MLA emeritus member	\$ 50	\$130
• MLA student member	\$ 25	\$ 25
• Nonmember	\$150	\$230

**SECTION I. SUBTOTAL** .....\$ \_\_\_\_\_

### II. ADDITIONAL TICKETS (One ticket to each of these 3 events is included with Package A. Details on pages 8-9.)

- Welcome Reception ..... # \_\_\_\_\_ @ \$40 = \$ \_\_\_\_\_
- Awards Ceremony and Luncheon. . # \_\_\_\_\_ @ \$75 = \$ \_\_\_\_\_
- Experience MLA Party. . . . . # \_\_\_\_\_ @ \$100 = \$ \_\_\_\_\_  
 (MLA Tuesday Reception)  
 Children under 18 ..... # \_\_\_\_\_ @ \$60 = \$ \_\_\_\_\_

#### OPTIONAL TICKETS

- Chapter Council Presents Chapter Sharing Roundtables  
**Must include topic #** \_\_\_\_\_ # \_\_\_\_\_ @ \$38 = \$ \_\_\_\_\_  
 (See page 8)

#### CHECK BOX IF ATTENDING:

- New Members\*/First-time Attendees Program and Breakfast  
 \*Members of 3 or fewer years who are attending their first annual meeting.  
 Additional RSVP required to attend.
- Hospital Libraries Section Business Meeting and Reception

**SECTION II. SUBTOTAL** .....\$ \_\_\_\_\_

### III. CONTINUING EDUCATION COURSES (Enter course number and cost found on MLANET.)

Date	First choice		First choice		First choice only Subtotal	Second choice		Second choice	
	Course #	\$ Amount	Course #	\$ Amount		Course #	Course #	Half-day p.m.	Half-day p.m.
MAY 18/DAY 1									
MAY 19/DAY 2									
MAY 23/DAY 3									

**SECTION III. SUBTOTAL** (first choice only) \$ \_\_\_\_\_

### IV. 2012 MLA MEMBERSHIP DUES

(Indicate membership status.)  
 Go to [www.mlanet.org/joinmla/](http://www.mlanet.org/joinmla/)

NM701 New member  
 (attach application)

RM702 Membership renewal  
 (attach your latest invoice or application form)

**SECTION I** \$ \_\_\_\_\_

**SECTION II** \$ \_\_\_\_\_

**SECTION III** \$ \_\_\_\_\_

**SECTION IV** \$ \_\_\_\_\_

**TOTAL PAYMENT** \$ \_\_\_\_\_

For credit card orders, MLA will correct any errors in addition.

### PAYMENT INFORMATION (in US funds)

Check payable to Medical Library Association  MasterCard  Visa  
 AmEx  Discover  Bill my existing FEDLINK training account:  
 FEDLINK ID: \_\_\_\_\_ OCLC SYM: \_\_\_\_\_ (see page 22)

PRINT NAME \_\_\_\_\_

CARD NUMBER \_\_\_\_\_ EXP. DATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

**SECTION IV. SUBTOTAL** \$ \_\_\_\_\_

# Travel Information

Surrounded by mountains and water, the greater Seattle area features picture-perfect views and abundant recreational opportunities. It is truly a year-round destination featuring a mild climate; a full range of arts, cultural, and sporting events; and an abundance of shops and restaurants that boast a penchant for strong coffee, tasty microbrews, and amazing seafood.

For more information about what to see and do in Seattle, visit [www.visitseattle.org](http://www.visitseattle.org) and [www.seattle.gov/visiting/](http://www.seattle.gov/visiting/).

## AIR TRAVEL

MLA has arranged for discounted travel.

### United Airlines

Use the Meeting ID below for special fares on United, Continental, or Lufthansa for travel May 12–28, 2012.

- Online: [United.com](http://United.com) (enter 587JB in promotion code box)
- By phone: call 800.521.4041, Monday through Friday, from 8:00 a.m.–8:00 p.m., eastern time

For international travel, contact your local reservation office.

### American Airlines (AA)

Use the instructions below for 5% discounts on American Airlines, American Eagle, American Connection, oneworld Alliance, and code-share partners for travel May 14–26, 2012.

- Online: for 5% discount after selecting your flight under the Enter Passenger Details tab, go to the AA.com Promotion Code field and enter 4952BS. Go directly to [www.aa.com](http://www.aa.com) to book your flights.
- By phone: call 800.433.7300 from anywhere in the United States or Canada, 7 days a week, from 6:00 a.m.–midnight, central time, and reference the authorization number AN# 4952BS. Reservations for the hearing and speech impaired are also available at 800.543.1586. There is a \$25.00 reservations service charge for tickets issued through AA Travel Centers and a \$30.00 ticketing charge for tickets issued at the airport.

## CAR RENTAL

Use United Airlines discount code 587JB to earn Mileage Plus miles and be entitled to special discounts on car rentals with Hertz.

Contact Avis at 800.331.1212, and refer to AWD# B136001 to reserve your car at a discounted rate. Outside the United States, please call 800.331.1084.

## GROUND TRANSPORTATION TO AND FROM THE AIRPORT

Sea-Tac International Airport (Sea-Tac) is less than fifteen miles from downtown Seattle. Visit the airport's official website ([www.portseattle.org/sea-tac/](http://www.portseattle.org/sea-tac/)) for information on passenger services, flight status, and news for travelers. You will find a number of options for travel between the airport and downtown Seattle.

Central Link light rail ([www.soundtransit.org/Schedules/Central-Link-light-rail.xml](http://www.soundtransit.org/Schedules/Central-Link-light-rail.xml)) will whisk you from the airport to downtown Seattle in about 35 minutes, 7 days a week. At about \$2.50 a ride, it is the best deal in town to travel between Seattle and Sea-Tac.

The drive to downtown Seattle from Sea-Tac will take twenty to thirty minutes, depending on traffic. A trip to downtown Seattle from the airport on public transportation takes thirty to forty minutes.

## Quick Links to Ground Transportation

### Port of Seattle

- Shuttle bus information ([www.portseattle.org/Sea-Tac/Parking-and-Transportation/Ground-Transportation/Pages/Bus-Shuttle-Courtesy.aspx](http://www.portseattle.org/Sea-Tac/Parking-and-Transportation/Ground-Transportation/Pages/Bus-Shuttle-Courtesy.aspx))
- Map of ground transportation locations ([www.portseattle.org/Sea-Tac/Maps-and-Directions/Pages/Ground-Transportation.aspx](http://www.portseattle.org/Sea-Tac/Maps-and-Directions/Pages/Ground-Transportation.aspx))
- Public transit ([www.portseattle.org/Sea-Tac/Parking-and-Transportation/Ground-Transportation/Pages/Public-Transit.aspx](http://www.portseattle.org/Sea-Tac/Parking-and-Transportation/Ground-Transportation/Pages/Public-Transit.aspx))
- Taxi cab and limo information ([www.portseattle.org/Sea-Tac/Parking-and-Transportation/Ground-Transportation/Pages/Taxis-and-Limos.aspx](http://www.portseattle.org/Sea-Tac/Parking-and-Transportation/Ground-Transportation/Pages/Taxis-and-Limos.aspx))
- Rental car information ([www.portseattle.org/Sea-Tac/Parking-and-Transportation/Ground-Transportation/Pages/Rental-Cars.aspx](http://www.portseattle.org/Sea-Tac/Parking-and-Transportation/Ground-Transportation/Pages/Rental-Cars.aspx))
- Ground transportation providers by locations ([www.portseattle.org/Sea-Tac/Parking-and-Transportation/Ground-Transportation/Pages/Transport-by-Location.aspx](http://www.portseattle.org/Sea-Tac/Parking-and-Transportation/Ground-Transportation/Pages/Transport-by-Location.aspx))

### King County Metro

- Buses to and from Sea-Tac Airport ([metro.kingcounty.gov/tops/bus/destinations/flymetro.html](http://metro.kingcounty.gov/tops/bus/destinations/flymetro.html))

### Shuttle Express

- Shuttle transportation from Sea-Tac to downtown Seattle via Shuttle Express ([www.shuttleexpress.com](http://www.shuttleexpress.com))

## PARKING

Seattle has a handful of parking garages within walking distance of the Washington State Convention Center. Visit [www.visitseattle.org/getattachment/Meetings-And-Conventions/Planning-Toolkit/Connections/Parking-List---2011.pdf](http://www.visitseattle.org/getattachment/Meetings-And-Conventions/Planning-Toolkit/Connections/Parking-List---2011.pdf) for a list of parking options. Please call garages for current rates; prices are subject to change. Link to ([web1.seattle.gov/SDOT/seattleparkingmap/](http://web1.seattle.gov/SDOT/seattleparkingmap/)) for a parking map of downtown Seattle.

## AMTRAK TRAIN

The Seattle Amtrak depot is centrally located at King Street Station, 303 South Jackson Street, Seattle, WA 98104. Visit [www.amtrak.com](http://www.amtrak.com) for more information.



Support MLA by booking your reservations under the MLA room block at MLA's official hotels. MLA has negotiated a limited number of rooms at discounted rates. Reservations must be made by April 16, 2012, to receive the discount, subject to availability. Your patronage of these meeting hotels makes it possible for MLA to secure the space necessary for this event at a greatly reduced cost. The hotels not only offer discounted rates and the best networking opportunities, but staying in the group blocks helps the association meet its contractual obligation to the hotels, avoid penalties, and keep meeting registration prices down. We thank you in advance for your support.

## HYATT AT OLIVE 8

Sleek, modern, LEED certified, and 2 blocks from the Washington State Convention Center.

1635 Eighth Avenue  
Seattle, WA 98101  
Tel: 206.695.1234  
Fax: 206.676.4400  
[www.olive8.hyatt.com](http://www.olive8.hyatt.com)



### Reservations



**By Phone:** Call 800.233.1234 and ask for the "Medical Library Association" group rate.

**Online:** Go to [tinyurl.com/mla12-Hyatt](http://tinyurl.com/mla12-Hyatt).

**Guarantee:** Attendees will need a valid credit card to make a reservation. Cards are used for guarantee only and will not be charged until arrival or no show.

**Cancellation:** 24 hours prior to arrival

#### Rates

Reservations must be made by April 16, 2012, to receive the following rates, subject to availability.

Single/Double: \$269 (plus tax)

Triple: \$294 (plus tax)

Quad: \$319 (plus tax)

## SHERATON SEATTLE

Across the street from the Washington State Convention Center

1400 Sixth Avenue  
Seattle, WA 98101  
Tel: 206.621.9000  
Fax: 206.621.8441  
[www.sheraton.com/seattle/](http://www.sheraton.com/seattle/)



### Reservations



**By Phone:** Call 800.325.3535 and ask for the "Medical Library Association Meeting" or group code "MLA."

**Online:** Go to [www.starwoodmeeting.com/Book/mlamay2012](http://www.starwoodmeeting.com/Book/mlamay2012).

**Guarantee:** Attendees will need a valid credit card to make a reservation. Cards are used for guarantee only and will not be charged until arrival or no show.

**Cancellation:** 24 hours prior to arrival

#### Rates

Reservations must be made by April 16, 2012, to receive the following rates, subject to availability.

Single/Double: \$228 (plus tax)

Suites: \$350 and up (plus tax)

Additional persons: \$25 each (plus tax)

**Attention:** Please be aware that organizations may contact you to ask if they can help you make a hotel reservation for the MLA annual meeting. These organizations are *not* authorized to do so by MLA. The only safe way to make sure you have a room in one of the two meeting hotels is to make that reservation by contacting one of the two hotels (Sheraton Seattle or Hyatt at Olive 8) directly. Be sure to identify yourself with MLA to get our group rate.





Please visit us at booth #500

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