



Volume 28, No. 2, Summer 2010

In this Issue:

From the Outgoing Chair	2
Save the Date!	2
From the Editor	3
In Memoriam: Janet Clinton	4
Our 59th Annual Business Meeting & Reception	4
Recognizing Member Achievement and Service	5
Your New Board of Directors and Chapter Officers	7
Mission to Haiti	7
Raffle Winners!!!	9
The Mutter Museum	9
Congratulations, AHIP Members!	10
What I Learned from My First MLA Meeting	11
John P. McGovern Lecture	13
Notes from MLA 2010	14
Clinical Medical Librarian Presentation	15
NLM Update from MLA2010	16
NPC Program: Putting It All Together	18
Join the MLA 2010 Conference Community!	19
What Does the Future Hold for Scientific & Technical Publishing?	20
Network News	21
Member & Library News	22
Meet Your Fellow Chapter Member: Priscilla Stephenson	22
Development Report	24
Chapter Communications	25
Calendar	26
the Chronicle Editor and Staff	28



Cynthia McClellan

From the Outgoing Chair

My year as Chair has been personally and professionally fulfilling. I have greatly enjoyed working with the wonderful Board members who energize our Chapter through their hard work and creativity. It is a privilege

and an honor to have collaborated with so many stellar librarians in order to provide educational and networking opportunities, as well as foster collegiality and communication among our membership and beyond.

The Chapter's last event was the 59th Annual Meeting

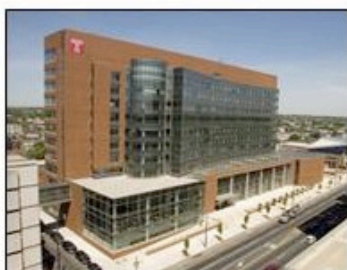
and Reception, held on April 27th. The membership came together to honor our awardees, and to welcome newly elected officers. It was an evening of fun that featured a sumptuous buffet, plus an enlightening and powerful presentation by nurses Karen Slutsky, RN and Dominic Parone, RN, that detailed their medical relief work in the wake of the recent earthquake in Haiti.

For further details about Chapter activities over the past year, please consult the 2009-2010 Annual Report, which was submitted to MLA National and is posted on the Chapter's website <<http://www.mlaphil.org/wp/chapter-documents/2010/04/27/chapter-report-2009-2010/>>.

Have a great summer, everyone. Thanks to all for a great year!

Cynthia

SAVE THE DATE!



Ginsburg Library Reception

Thursday, August 12th

10am—5pm

**Ginsburg Health Sciences Library
3500 North Broad St., Phila. PA 19140**

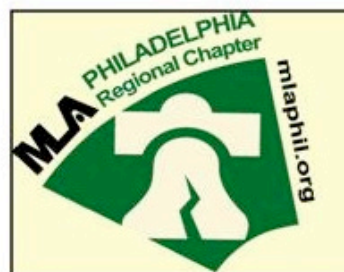
Join your colleagues to celebrate the recent opening of Temple University's Ginsburg Library, a brand new health sciences library in an architecturally stunning space. Come for the morning CE class. Both events are FREE to members; reception is \$10 for non-members.

Agenda (register for one or both events)

10am—3pm "Geeks Bearing Gifts" (4 MLA CE)

3pm—5pm Reception & library tour

More information <http://mlaphil.org>



Philadelphia Regional Chapter
Medical Library Association

From the Editor



Rachel Resnick

This issue is full of articles about the Chapter's Annual Meeting and MLA2010, and also includes our regular columns, except for the TechnoHumanist Corner, which will return in the fall. Thanks to Dan Kipnis, Priscilla Stephenson, and Julia Lewis for their MLA2010 reports. I welcome "newbie" Marita Malone to the Chronicle's pages; she attended her first MLA conference and lived to tell about it. Enjoy her lighter side of the conference. Thanks also to Martha Kirby and Gary Kaplan, who provided a report on an event sponsored by the Philadelphia area chapter of SLA.

I would like to extend a personal thank you to Joan McKenzie, who retired from her position at The College of Physicians of Philadelphia in the spring. She and I roomed together at 3 by the Sea, and I got to know her better during that time and when I interviewed for a position at CPP. Whenever the Board needed information from years past, including information from older issues of the Chronicle, Joan was always able to put her hands on it promptly. I will miss her presence at Board meetings.

Sadly, I must note the passing of Janet Clinton, our Calendar editor, this past April. Janet and I only had a relationship via email in putting together the Chronicle. She was the only person who always turned in her column prior to deadlines, without the need of a reminder, and I think that spoke well of her work ethic and her sense of responsibility to her fellow Chapter members. Before her passing, she told me that she would be out on medical leave, but did not reveal details regarding her condition, and I respected her privacy regarding that matter. Although she provided instructions regarding assembling the Calendar so that someone else could manage it in her absence, it was my understanding (or perhaps my assumption) that she intended to return to her editing duties. So to me her passing is sudden. And I will miss her. Sheryl Panka-Bryman has taken over the Calendar editing duties.

I would like to welcome Crystal Knapp, our new Webmaster. This is the first issue she is publishing. And special thanks to Gary Kaplan, our former Webmaster, for providing his wisdom and guidance during the publishing process. Gary and I have held one another's virtual hands publishing the Chronicle, assuring one another that photos will be fixed, that formatting will look ok, and that we should always remember to breathe.

I would like one or two chapter members to step up and fill two open positions within the Communications Committee: First, we need a new co-editor for the "Meet Your Fellow Chapter Member" and "Member & Library News" columns, to take on JoAnn Babish's task in alternating editing duties with Sheryl Panka-Bryman. As JoAnn is stepping down from that role, I would like to thank her for her contributions. Second, we need someone experienced in formatting newsletters to do the same with the Chronicle. If you can turn what you see here into a nice looking PDF, we want you.

I hope you enjoy this issue and the rest of your summer.
Rachel

IN MEMORIAM: JANET CLINTON

Janet C. Clinton, AHIP, librarian, Health Sciences Library, Mercy Fitzgerald Hospital, Darby, PA, for more than thirty years, passed away on April 25, at the age of sixty-four. Prior to assuming her position at Mercy Fitzgerald Hospital, she was an editor at BIOSIS. Clinton, who received a master's degree in library science from Villanova University, Villanova, PA, was a longtime member of MLA and a Distinguished Member of the Academy of Health Information Professionals. She was also active in the Philadelphia Regional Chapter, MLA, and was a member of the editorial staff of its newsletter, the Chronicle, for many years. Clinton will be remembered for her fine work, charming smile, and quiet strength, as well as her expertise in growing roses and gerbera daisies. She won ribbons for her pressed flower arrangements at the Philadelphia Flower Show.



Editor's note: This obituary previously appeared in the June/July 2010 issue of MLANews <http://www.mlanet.org/members/mla_news/2010/junjul_10/index.html>. *Donations in Janet's memory may be made to Aid to Friends, 12271 Road, Philadelphia, PA 19154. -RR*

Our 59th Annual Business Meeting & Member Reception



The Chapter's 2010 Annual Meeting was held at The College of Physicians of Philadelphia, as it was last year. Members and guests were able to join friends and colleagues to learn about Chapter activities and recognize leadership in and contributions to medical librarianship. Photos from the event are available on the Chapter's flickr® page: <<http://www.flickr.com/groups/363552@N22/>>. Please visit. Join the group, and help us tag the photos to identify everyone!

Prior to the meeting, attendees were invited to visit to the Mutter Museum and its newest exhibition: "Corporeal Manifestations" <http://www.collphyphil.org/mutter_collection.htm>, which included the works of eleven ceramic sculptors who examine the human experience from a physiological and psychological perspective. Incidentally, this exhibition runs through August 2.

Chair Cynthia McClellan presided over the business meeting, during which she provided attendees with a report on the Chapter's activities. First, after careful consideration, the Board decided that now was not the time to merge with another chapter; that the chapter's uniqueness and active membership, despite its size, warranted remaining independent. Cynthia also recognized the success of the 3 by the Sea tri-chapter conference, a collaboration with the New York-New Jersey and Mid-Atlantic chapters. She also acknowledged the recruitment efforts undertaken this year, led by Membership Chair Lydia Witman, including the videos recorded at 3 by the Sea as well as member participation in the Rush at Rush at Drexel University. Educational activities provided by

the Education & Credentialing Committee, chaired by Jeanette de Richemond, included two webcasts, as well as PubMed and consumer health database training. Cynthia indicated that the chapter donated \$2,000 toward the research project The Value of Hospital Libraries and provided a letter of support for the Middle Atlantic Region's Leadership Institute; Anne Seymour is on the planning committee for that endeavor. Regarding outreach activities, Cynthia mentioned the Chronicle as a way for our Chapter to communicate with its own members and with individuals from other MLA chapters and other organizations. In recognizing the Chapter's sponsors, Cynthia also welcomed Christina Daley, our new Development Chair, who stepped in during Ellen Justice's maternity leave. Lastly, Cynthia extended thanks to the evening's speakers from Cooper Hospital, and to Andrea Kenyon, who handled the arrangements for the evening.

Treasurer Linda Katz reported more than \$32,000 in chapter funds. Development Chair Christina Daley reported more than \$3,000 in donations from our sponsors. She also raffled off texts and gift certificates donated by Natural Standard.

Cynthia recognized retiring member Joan McKenzie as well as members retiring from the Board, and she offered the chapter's appreciation to other Chapter members. Members Katie Ingersoll and Dan Kipnis were presented with the Beatrice Davis Education Award and the Chapter Achievement Award, respectively.

Nancy Calabretta introduced the evening's speakers, registered nurses Karen Slutsky and Dominic Parone from Cooper University Hospital, who traveled to Haiti with a government team to aid victims of the earthquake last winter. A separate report about the nurses' presentation is available elsewhere in this issue.

After the presentation, we enjoyed a delicious buffet dinner!

Here's to another successful year!

-RR

Recognizing Member Achievement and Service

The following individuals were recognized at our Annual Meeting for their achievements, their potential for achievement, and their service to the Chapter:

Winner of the Chapter Achievement Award: Daniel Gustavo Kipnis.

The Chapter Achievement Award is given to an individual who has made significant contributions to the and to the field. This is the Chapter's highest award and is reserved for outstanding individuals. Dan has been a Chapter member since 2001 and served on the Board as a Committee Chair and Chapter Officer from 2002thru 2007. He is active in MLA on the national level, served on and chaired the Continuing Education Committee for an extended term, and was appointed National Program Committee liaison for the 2009 Chicago meeting. Dan's C.V. documents an impressive level of contribution to the peer-reviewed literature and presentations at regional and national meetings on such topics as the use of blogs and wikis in information literacy, instant messaging in reference services and the care and feeding of institutional repositories. He is known as a great librarian, a generous colleague, a scholar, and a gentleman.



Dan Kipnis and his wife

Winner of the Beatrice Davis Education Award: Katie Ingersoll.

The purpose of this award is to foster and encourage library students to pursue educational activities related to health sciences librarianship. Bea Davis was an active member of the Chapter and its President from 1980-81. She was known for her kindness as well as her gift for teaching and mentoring. A graduate of Drexel's Library School, she served there on the faculty. Many paraprofessionals and library students employed at the College of Physicians were enriched by her mentoring. She was the Fellows' Librarian at the College of Physicians for the last 13 years of her career, which ended in the early '80s.

This year's award recipient comes from the Temple University Health Science Libraries. Katie Ingersoll has worked there for 4 years. She began as an evening library clerk in the School of Podiatric Medicine in 2006 and in 2008 was promoted to bibliographic assistant in technical services at the Kresge Library. She still is in Technical Services, but now in the new Ginsburg Library. Katie has a B.A. in History and

French from Vassar College and is enrolled in the Master's in Library and Information Science program at the University of Pittsburgh.

She is particularly interested in technology and its use in the design and delivery of educational programs. Her plans for the award were to attend MLA2010 and take three CE courses: Effective Training Design, Evidence-based Nursing, and PubMed Clinics.

Acknowledgement of Retiring Member: Joan McKenzie.



Joan McKenzie receives retirement gifts from Cynthia McClellan.

Joan McKenzie served the College of Physicians of Philadelphia for forty years. In 1970 she began working there as head of the Regional Photocopying

Department. Three years later she earned her master's degree in Library Science from Drexel University and was promoted to Librarian. This was her second master's degree; Joan had previously earned a master's degree in Spanish from The Pennsylvania State University. Joan has served as the Chapter's Archives Committee Chair since 1993, when she was appointed to that position by Marjorie Smink.

Retiring Board Members:

Etheldra Templeton (Nominating Committee Chair/Parliamentarian), Linda Katz (formerly Treasurer, now AHIP Liaison), Esther Dell (AHIP Liaison), Ellen Justice (Development Chair), Gary Kaplan (formerly Webmaster, now Chair Elect), and Sheryl Panka-Bryman (Secretary) were recognized for their service to the Chapter.

Chapter Appreciation:

Nancy Calabretta, Gina Kaiser, Gary Kaplan, and Micki McIntyre were acknowledged for their roles in planning the 3 by the Sea tri-chapter conference last fall.

-RR

Your New Board of Directors and Chapter Officers

Andrea Kenyon, who last year was the Chair Elect/Program Committee Chair, steps up to serve as Chapter chair this year. Gary Kaplan has been elected Chair Elect/Program Committee Chair. Stepping down from the Chair position (or maybe she's rising from the Chair?), Cynthia McClellan is taking a new seat as our Chapter's Nominating Committee Chair/Parliamentarian, as Etheldra Templeton retires from that post. Rounding out the Executive Committee are Mitzi Killeen, who assumes the Treasurer duties from Linda Katz; and Priscilla Stephenson, who assumes the Secretary's duties from Sheryl Panka-Bryman. (Note: Priscilla is also the new Chief of Library Service at the Philadelphia VA Medical Center. She is profiled elsewhere in this issue.)

Another Board member making a move is Linda Katz, assuming AHIP Liaison duties from Esther Dell. As Joan McKenzie, our Archivist of many years, has retired, Annie Brogran, who is the new Librarian at the College of Physicians of Philadelphia, is assuming those duties. And since Gary Kaplan is now our Chair-Elect, Crystal Knapp has taken over Webmaster duties.

Returning Board members include By-Laws Committee Chair Lenore Hardy, Chapter Council Representative Anne Seymour, Chapter Council Alternate Nancy Calabretta, Communications Committee Chair Rachel Resnick, Development Committee Chair Christina Daley (finishing the term begun by Ellen Justice), Education & Credentialing Committee Chair Jeanette de Richemond; Government Relations Chair Stephanie Ferretti, and Membership Committee Chair Lydia Witman.

See <<http://www.mlaphil.org/wp/15/officers/>> for the current board list and contact information.

-RR

Mission to Haiti

At this year's Annual Business Meeting & Reception, attendees heard from registered nurses Karen Slutsky and Dominic Parone from Cooper University Hospital, who traveled to Haiti with a government team to aid victims of the earthquake last winter. Following the events of 9/11, Nurse Slutsky joined the New Jersey Disaster Assistance Team (DMAT), which functions as part of Federal National Disaster Response Teams. She has responded to many disaster situations since joining NJ-DMAT. The Haiti mission was Nurse Parone's first deployment since he joined DMAT shortly after Hurricane Katrina. Nurse Slutsky provided general information about responding to disasters, and Nurse Parone spoke about the clinical care they provided during the Haiti mission.



Nurses Slutsky and Parone joined us for dinner.

Nurse Slutsky indicated that one must be part of a team to successfully participate in humanitarian missions. Besides DMAT, the Red Cross, Medical

Reserve Corps, religious groups, hospital groups, and federal organizations are all organizations through which one can volunteer to help. She joined DMAT for several reasons:

- Security was provided, so there was less chaos
- Members received specialized instruction that enabled them to succeed in their mission
- Supplies were often provided
- Transportation was often provided
- DMAT, now under the aegis of the Public Health Service and formerly under FEMA, is government-supported. Accordingly, as soon as team members were activated, they became federal employees.

In order to join such an organization you must provide proof of your clinical credentials. You must also have a passport and undergo fingerprinting and a background check. You must show your commitment to the cause. Lastly, you must provide your own survival gear and be able to carry it.

Activated

Often the first mention of a disaster comes through the news media; when members hear of a disaster they must start packing and alert everyone involved in their lives that they will be activated shortly. They must check their emails for specific instructions as more information becomes available. Then they wait: the government of a country that has experienced a disaster must formally ask for assistance from other countries and specify what assistance is needed (search and rescue, food and water, medical supplies, medical personnel, security support, etc.); only then can forces be deployed. In the case of Haiti, the disaster occurred at 3 p.m., team members were activated by 6 p.m. and were on a plane to Haiti by midnight. On the plane they received their immunizations for malaria, tetanus, and typhoid.

Once they arrived, they were delivered by dump truck to the U.S. embassy, where they slept on the grass that evening. A line of U.S. citizens extended around the block: people waiting to get processed to catch a cargo plane home. Some people waited in that line up to five days, during which the team provided food, water, and medical care to U.S. citizens; only basic medical care was provided to any non-citizens at the embassy. Meanwhile, the Coast Guard examined the coast to determine whether the team's skills were a good fit for the needs of survivors there. As there was not a good fit, the team was instead sent to a university hospital under military escort; they were not allowed to go anywhere without military security. There they experienced an aftershock registering 6.0 on the Richter scale, and people went outside for safety. Although they treated many people for burns, fractures, crush injuries, and infections, surprisingly little or no sedation was used for procedures; the people had an incredibly high tolerance for pain.

The team was also deployed with another DMAT team from California to a country club sixteen miles from the epicenter of the earthquake. They often had to fashion tents from sheets. Three tents were used for triage. Medical teams treated, stabilized, and moved patients back for supplementary services. Treatment notes were taped directly onto the patients to communicate transfer information to other facilities. During her time there, Nurse Slutsky delivered two babies.

Some team members served on strike teams, going further afield to deliver care in the street and refer victims to specific facilities. They were able to receive satellite images indicating clusters of people needing assistance.

Due to the language barrier, they usually needed a translator to help them.

Challenges

The team faced many challenges on their mission. It was difficult to move to locations due to the lack of street signs and addresses. They were plagued by insects. Not enough people spoke English—most spoke Creole or a little French, and finding translators was difficult, but each patient team included a doctor, nurse, and translator, even if the translator had to be borrowed from another team. Updrafts from arriving helicopters blew dirt around and lifted tents up, so they often had to stop what they were doing to hold the tents down. It was also difficult getting people to tents, especially amputees and people with fractures, but people supported one another, volunteering to be litter bearers and in some cases carrying the wounded on their backs.

When their mission was over, they left their equipment there. A non-governmental organization took over, including a group formed by actor Sean Penn. The rainy season approached after Nurses Slutsky and Parone returned home. Nurse Parone indicated that coming home was a big adjustment. Team members were debriefed and were given medical exams. Astonished by the amount of pain the victims had to endure when first injured and then when receiving treatment without adequate pain medication, he wonders about the pain experienced by his patients back home.

Additional information about the team from Cooper Hospital is available at <<http://abclocal.go.com/wpvi/story?section=news/health&id=7251183&rss=rss-wpvi-article-7251183>>.

-RR

RAFFLE WINNERS!!!

[Editor's note: This message was previously posted on *mlaphil-l* on May 5, 2010.-RR]

Thank you to everyone for entering to win Natural Standard's Free Products. We have our winners!

Handheld version of *Natural Standard database*—Karen Burstein

Natural Standard Herbal Pharmacotherapy—June Fulton

Natural Standard Medical Condition Reference: An Integrative Approach—Pat Heller

Natural Stand Herb & Supplement Handbook: The Clinical Bottom Line—Susan Cleveland

One-year subscription to the *Journal of Dietary Supplements (JDS)*—Sharon Easterby-Gannett

Natural Standard Herb & Supplement Guide—Andrea McDonald

We would like to thank Natural Standard for their generous contributions! Links to Natural Standard are available via our “Thanks to our sponsors” section on the MLA Philadelphia Regional Chapter Website: <<http://www.mlaphil.org/wp/15/thank-you-sponsors/>>.

Christina Daley

Development Committee Chair, 2009-2010

cd004@lancastergeneral.org

The Mutter Museum

N.B.: Don't read this if you are eating.

Before the Annual Meeting and Reception, I had the opportunity to tour the Mutter Museum, which is housed in The College of Physicians of Philadelphia and provides an historically accurate nineteenth century museum

experience, exhibiting specimens much as they would be displayed in times past. On the upper level were several exhibitions: of note was the art exhibit “Corporeal Manifestations,” which displayed abstractions of medical conditions and deformities in order to depict how our bodies affect our psyches. Also on that level was an interesting examination of medicine during the Civil War, including images relevant to the Lincoln assassination. While my least favorite exhibit was the one of shrunken heads, I was more interested in other specimens which were embalmed or otherwise preserved. I had attended the “BodyWorlds 2 and the Brain” exhibit at the Franklin Institute this spring, and was struck by the similarities in appearance of some of the specimens, although the methods of preservation were quite dissimilar. An example of natural preservation was evidenced by the Soap Lady, lying supine in a glass case. The upper level also held a display of ear bones from the

collection of Dr. Adam Politzer. Other displays included Exudations/Hypertrophes/Necroses, OB/GYN instruments, the Hyrtl Skull collection, leather books made from human skin (presumably to honor the dead[!]), and images and casts of conjoined twins. Lastly, there was an interesting exhibit on forensic medicine, depicting various organs of victims and criminals both, in order to discover visual evidence of physical abnormality in order to provide proof of insanity or other physical/psychological causes for crime.

If I have not already whetted your appetite for this remarkable place, I am sure the lower level will be of greater interest, for that is where the Worden Gallery is located. A plaque reads, “This gallery is dedicated to the memory of Gretchen Worden (1947-2004). Ms. Worden devoted her entire professional life to the Mütter Museum and will always be remembered.” Ms. Worden was also a member of this Chapter. She was Director of the Museum

from 1988-2004. Her portrait, painted by Alexandra Tyng, hangs within the gallery. Also in the gallery are wet specimens of body parts exhibiting various medical conditions, preserved in fluid. There are Lantern slides in that room as well, which used to be used as a teaching tool to project X-ray images onto screens. A prosthetic arm, wax models, and preserved fetuses also inhabit the room.

Elsewhere on that floor are examples in specimen and photographic form depicting pathologies of different body systems, including gastroenterological conditions, gigantism, disorders of the skeletal system, neurological and optical abnormalities, etc.

If you have an interest in the history of medicine, you can learn more from touring this museum than reading a text.

-RR

Congratulations, AHIP Members!

At the Distinguished Level:

Karen M. Albert
Edith M. Asbury
Jo-Ann Babish
Nicola J. Cecchino
Christine Chastain-Warheit
Marion C. Chayes
Susan Cleveland
Janet C. Clinton
Prudence W. Dalrymple

Esther Y. Dell
Eric P. Delozier
Sharon Easterby-Gannett
Eugene Garfield, FMLA
Lenore K. Hardy
Barbara J. Henry
Linda G. Katz
Virginia A. Lingle
Nina P. Long
Deborah G. Lovett

Robert T. Mackes
Joanne M. Muellenbach
Cynthia K. Robinson
Susan M. Robishaw
Priscilla Stephenson
Rosemarie Kazda Taylor
Diane G. Wolf
M. Sandra Wood, FMLA
Ann Marie F. Zglinicki

At the Senior Level:

Elizabeth E. Coldsmith
 Marie Fitzsimmons
 PJ Grier
 Michael Heyd
 Ellen M. Justice
 Martha Z. Kirby
 Debra Miller

Barbara Nanstiel
 Kristine Petre

At the Member Level:

Karen Burstein
 Swaran L. Chopra
 Barbara J. Iobst
 Valerie A. Lynn
 Catherine W. Marchok
 Michael C. Schott

At the Provisional 2 Level:

Jacqueline M. Luizzi
 Jeanette de Richemond

At the Provisional 4 Level:

Michael John Ratti

-RR

What I learned from my first MLA meeting

by Marita Malone



Marita Malone

As a new librarian who entered the profession in midlife, I was very impressed with my first MLA'10 Reflect & Connect Annual Meeting and Exhibition. I had the good fortune to attend the conference with two of my co-workers, both veterans of MLA who expertly guided me through the five days I attended. There are many who can write about the great programming that was available but I thought I would contribute from the first-timer prospective. In no particular order here is what I gathered:

- 1) Bring warm clothing – I was freezing at most events and would go outside to warm up. Maybe the cold temperature is a technique to keep you alert but one day I wore two pair of pantyhose, pants, two light sweaters and a jacket and still my hands were numb with cold and I'm in menopause! More than once I considered wearing the afghan at the foot of my bed as a pashima.
- 2) Most participants had any number of handheld electronic devices and they were used constantly – most impressive were people using two at the same time. I brought my brand new iPhone, which I am determined to learn how to use. The first speaker invited us to text responses to his questions. I am sorry to report that the lecture was over before I remembered how to find my texting feature.
- 3) Everyone was startled at one point by the life-size wax figures of Presidents Johnson and Reagan at the top of the escalator steps. Good display – bad placement.
- 4) We always hear of the “graying” of the profession but I was happy to see so many young people attending. By young I am describing anyone younger than me or that I could have given birth to and would now be out of graduate school. How old am I? Not saying, but I do remember when President Kennedy was shot.
- 5) It was difficult to circumvent the hallways without meeting up to five people you knew or needed to chat with. I learned to allow extra time to move between sessions.
- 6) The next time I sign-up for a conference, I will go back and make sure my electronic form is complete. I signed up to attend the new members welcome breakfast but somehow, my box became unchecked. Sadly,

I was turned away at the door and I didn't feel very welcomed.

7) Luckily, my roommates are "foodies" and they came prepared with restaurant reviews. We ate a variety of ethnic cuisines; in fact, I don't think I ate "American" at all.

8) I learned to find out in advance where my colleagues would be sitting during large speaking events if we didn't go in together. I was a little late for the first speaker, and couldn't locate my group. It seemed everyone in the audience was wearing some form of black and I never did find my co-workers.

9) After missing one elevator three times while I was standing in front of it, I learned to move quickly and be in an elevator before it had fully opened and people emptied out.

10) My colleagues advised me to look at the poster abstracts and decide what I wanted to look at before I got there. This was good advice, as I quickly discovered that 90 minutes is not enough time to see 40 posters.

11) As a good librarian. I was taking notes as fast as I could. Unfortunately, I wasn't putting good notes on the materials and business cards that I collected. Now back at the library, I have quite a sorting job ahead of me.

12) By day two of the conference I was energized and excited at the many new ideas my librarian associates had shared and couldn't wait to get back to the library and implement them.

13) By day three I thought my head would explode from an overload of information.

14) By day four I had moved to overwhelmed and wondered how everyone else seemed to be doing so much in their libraries, while I spend a fair amount of time unclogging the copy machine.

15) By day five, I had sorted out in my head that while I couldn't go back to the library and change and do everything at once, I had many ideas for making small positive changes while envisioning larger projects.

16) By the time I came home, I admit I was exhausted but filled with a sense of pride and accomplishment because I belong to MLA – an association that provides me with great support and programming and recharged my spirit for another year.

Thank you to everyone to helped organize this great event. It is a tremendous boost of encouragement particularly for those new to the field.

Marita Barton Malone
Medical Librarian
UMDNJ Camden Campus Library
Cooper University Hospital
Camden, NJ
malone-marita@cooperhealth.edu

John P. McGovern Lecture

by Daniel Kipnis

Daniel Pink, best-selling author on the changing world of work, presented the John P. McGovern Lecture at the Medical Library Association Annual Conference in Washington, DC, on Sunday, May 23, 2010. His talk was entitled: “A Whole New Mind.” The Medical Library Association selected *A Whole New Mind: Why Right-Brainers will Rule the Future* as the common book for the conference. In his book, Pink charts the rise of right-brain thinking in modern economies and describes the six abilities individuals and organizations must master in an outsourced and automated age.

He began his lecture by outlining the differences between the left and right portions of our brains. The left is process-oriented, analytical and logic-focused; while the right side works more on processing the big picture and all-at-once synthesis. He explained how routine and automation are destroying the American work force by helping to eliminate certain types of jobs. For example, TurboTax and the 25 million Americans who use it to prepare their taxes do not need the services of tax preparers. And the explosion of online forms for practicing law does away with the need for many to consult attorneys. He then introduced the concept of abundance and insisted that the work force is in need of category creators and not enhancers. He described it as high concept and high touch, not high-tech.

Pink listed the six abilities that matter most to the current work force: design, story, symphony, empathy, play, and meaning.

He says it is essential that workers have *design literacy*. Everything in our world involves a design decision. He recommends keeping a design notebook to help track of good and bad examples of design and to contribute one idea per day to help hone your design literacy.

Story is another important ability. Facts are everywhere and they are essentially free. Context and experience become key. Here he discussed patient narratives and how important it is to understand a story.

Symphony involves observation. Workplaces care about T-shaped employees, those who have depth and breadth. Google calls them “non-routine savants.” In short, employees who can pay attention to details but also understand big picture issues are valued.

Empathy is what makes us uniquely human. Here Pink shared a story of how Duracell was losing sales with its hearing aid batteries. It brought in two designers who figured out that their packaging was terrible and the company was not empathetic to the needs of their users. After redesigning its packaging, sales increased.

Play and humor can help with solving problems.

Meaning gets to the idea of service and purpose in seeking happiness.

Pink left the attendees with the following question: Was I a little better today than yesterday?

Dan Kipnis
Senior Education Services Librarian
Scott Memorial Library, AISR
Thomas Jefferson University
Philadelphia, PA
dan.kipnis@jefferson.edu

Notes from MLA 2010

by Priscilla Stephenson

EBSCOhost

At the annual EBSCOhost focus group meeting, EBSCO representatives presented options for future development of their databases and asked participants to prioritize recommendations. It's been interesting to see how (relatively) quickly recommendations from one year's meeting are incorporated in future years.

Here are some of the newer EBSCOhost changes that are coming our way (expected timeframe for these changes is July/August):

- There will soon be new “skinnability” options debuting with EBSCOhost, which will allow libraries more web site color and branding options.
- We'll be able to add widgets to EBSCOhost pages, adding local news alerts, RSS feeds, and free images from other sites as well.
- EBSCOhost will have a wireless mobile version.
- Nursing Reference Center will go mobile this summer.
- Rehabilitation Reference Center will be the next product to go mobile.
- There will be an enhanced PDF viewer that will allow dynamic links from within a PDF file.

A couple of items we learned about that already exist –

- It is now possible to change the default export from the result list all to >250 (up to 5000 citations). Go to the admin site at support.ebsco.com.
- The sort results list can now be sorted to descend or ascend, and we can “jump to” a spot in the middle of the list.
- We can now edit saved searches.

DynaMed

DynaMed has 7,000 iPhone customers – good for users who can use live cell phones in their settings. They can work in “disconnect” mode, which makes it a reliable resource during disasters.

We can sign up on the EBSCO support site to receive email notices of coming changes in the databases and register for no-charge database training webinars: <http://support.epnet.com/>.

Quertle Vendor Showcase

This session has to have been the most intriguing of the conference for me. Quertle is a free search engine that aims to produce improved PubMed searches with a more powerful and more user-friendly interface. Designed to especially aid people searching biological and chemical terms, Quertle aims to help resolve language issues of traditional PubMed searches. Give it a try at <http://www.quertle.info>.

Quertle aims to build on what it terms “powerful semantic relationships.” See the Quertle web site <http://www.quertle.info/powerterms.shtml> for the short list of the database's “power terms” (e.g., \$Diseases or

\$Viruses) and more explanation of the database.

Running one of the suggested searches – “\$Chemicals treat migraine” – produces 119 “relationship” documents in Quertle. Running a PubMed search for “Migraine Disorders/drug therapy”[Mesh] produces 5,497 citations. Quertle’s developers would say theirs is a more powerful search engine, and that the Quertle results are more relevant and reflect semantic relationships more precisely.

Quertle also searches news (as reported by FierceMarkets Life Sciences and Health Care) and scientific whitepapers and research posters submitted to Quertle, so it may be especially useful for locating new material.

Priscilla Stephenson, MSLS, MEd, AHIP
Chief, Library Service
Philadelphia VA Medical Center
Philadelphia, PA
priscilla.stephenson@va.gov

Clinical Medical Librarian Presentation: Report from MLA

by Priscilla Stephenson

For me, this was one of the better MLA experiences. I saw just the right combination of old friends and made new ones. My section’s business meeting was actually interesting, and I was fortunate to hear several terrific contributed papers.

I gravitate toward research papers, and I was glad to have had the opportunity to hear Julia Esparza’s presentation, a significant research project evaluating the impact of the clinical librarian program she manages at LSU. Her paper, “The Effect of a Clinical Medical Librarian as Part of an Internal Medicine Team on Hospital Length of Stay and Costs,” reported on a well-designed and well-executed project spanning an eighteen-month period of a clinical librarianship program with two internal medicine teams.

The two teams provided her with a control group and an experimental group. She accompanied one team on their bedside rounds and also attended what she called sitting rounds. She provided literature to answer their clinical questions relating to specific patient cases. The groups saw a total of 2,364 patients, split fairly evenly between the two teams. Participants on the experimental team reported that the information provided by the clinical medical librarian had impacted specific clinical care changes for seven percent of their questions.

Julia captured several types of data: the number (334) and types of questions (inquiries about treatments and diagnostic tests ranked highest); her time (636 hours); and the online resources most frequently used to provide full-text answers (Access Medicine, MD Consult, UpToDate, and STAT!Ref in decreasing order). Overall, she provided 1,780 PubMed citations. She also recorded data from the patients’ medical records regarding their medical status, diagnostic tests, procedures, and outcomes. That patient data from the hospital’s mainframe computer will be available this month, and she plans to use it to correlate with her literature search logs to evaluate whether her clinical medical librarian research program affected the lengths of stay, readmissions, and outcomes of specific patients.

The program was videotaped as part of MLA’s new Online Meeting project and is expected to be available soon.

Priscilla Stephenson, MSLS, MEd, AHIP
Chief, Library Service, Philadelphia VA Medical Center
Philadelphia, PA
priscilla.stephenson@va.gov

NLM Update at MLA 2010

by Julia Lewis

On May 25th 2010, Dr. Donald Lindberg, NLM Director, opened the session by noting that NLM's regular appropriation has been as flat as many of our budgets. The stimulus funding gave a one-time boost to NLM. The 2011 budget request is for a 3.8 percent increase, with a small increase for NCBI. The effect of a flat budget is a 4 percent cut to new awards in order to sustain some in progress.

NLM has completed a 5-year inventory project. Some important 2010 initiatives:

- Complete serials inventory
- Improve mobile MedlinePlus user experience
- Optimize use of e-journals for ILL
- Acquire e-only monographs
- Determine future web archiving activities
- Work with LC to increase the number of publishers providing ONIX data
- Add historical images to flickr®
- New grants to reduce health disparities

The **Medical Heritage Library** hopes to create an open access library of Heritage material with digital scans of public domain items by late summer.

NLM's social media features will include links to NLM entries for Twitter, Facebook, RSS, podcasts, webcasts, and email lists.

Some planned events are **NLM's 175th anniversary celebration** to be held in 2011, including a new book on the hidden treasures of NLM. Also in the works are **projects** regarding Native American concepts of health and literacy, computer and library science with health applications, and ARRA funds for electronic health records. NLM American Recovery and Reinvestment Act (ARRA) signature areas are: 1) Enhancing the Electronic Health Record and Personal Health Records in connection with consumer health info in MedlinePlus Connect, and 2) Training Tomorrow's Informatics Researcher/Health IT Leaders, with workshops planned.

Sheldon Kotzin, NLM Associate Director, spoke about how well these **traveling exhibits** were received:

- Frankenstein
- Opening Doors
- African American Surgeons
- Against the Odds
- Harry Potter's World

- Charlotte Perkins Gilman
- African Americans in Civil War Medicine

There are a couple of new “landfalls” for medical librarianship — **disaster information management** and **climate effects on health**. Dr. Steve Phillips, Director of NIH Disaster Information Management, with the support of the Specialised Information Services (SIS) Toxicology Office at NLM, will address the failure of communication, a known problem in disaster management. A tool mentioned is a special digital pen used to capture drawings to help in mass causality triage. WebWISER offers information on dangerous chemicals <<http://webwiser.nlm.nih.gov/getHomeData.do>>, and the Radiation Emergency Medical Management (REMM) site has a mobile REMM download <<http://www.remm.nlm.gov/>>. There is even a REMM iPhone app. The Emergency Access Initiative (EAI) plans to provide access to certain e-book and e-journal titles for use of workers in emergency situations. This was implemented in Haiti and proved successful.

TOXMAP®: Environmental Health e-Maps uses Google maps and has a widget you can add to web pages, along with updates and expansion of special population’s websites. <<http://toxmap.nlm.nih.gov/toxmap/main/index.jsp>>; <http://toxmap.nlm.nih.gov/toxmap/news/2009/07/try-the-toxmap-widget.html>.

PubMed – Upcoming in late 2010 will be an introduction of a researcher/author disambiguation identifier and a MyNCBI redesign. In 1960 MeSH contained 4,300 descriptors; in 2010: 25,588 descriptors. MeSH will be 50 years old this year. Happy Birthday!

Dr. Deborah A. Zarin reported on “Everything You Wanted to Know About ClinicalTrials.gov” for its tenth anniversary. All interventional studies are to be registered prior to enrollment of the first participant; entries must be kept up to date; trials subject reports must be submitted pursuant to the Food and Drug Administration Amendments Act (FDAAA) of 2007, one year after “primary completion date” unless special circumstances apply.

Some new areas in RML’s statement of works include:

- Cross-regional initiatives
- CTSAs – Clinical Translational Science Award
- E-science
- Evidence-Based Health Information
- Programs with DHHS Regional Extension Centers
- National Emergency Preparedness and Response Plan
- Preservation of print materials
- Outreach to Native Hawaiians and Alaska Natives

Julia Lewis
Access Coordinator
Evans Hall/Library, Philadelphia College of Osteopathic Medicine
Philadelphia PA
julial@pcom.edu

NPC Program: Putting it All Together

Reflecting on MLA '10 and Connecting What You Have Learned with Your Daily Work, May 26, 2010 10:30am – noon



Nancy Calabretta

I was curious to attend this session for two reasons. First, I have all too often arrived home from MLA with my head and my notebook filled with new ideas and information, programs to implement, teaching techniques to try, etc. Sadly, after a couple of days back at work, most of that great stuff has been pushed aside by the

rigors of the daily routine. Second, this program seemed like a great effort on the part of NPC2010 to be innovative and creative. Score points on both counts!

The session was run by National Program Committee Co-Chairs Terry A. Jankowski (University of Washington) and Sarah McCord (Massachusetts College of Pharmacy and Health Sciences). It was lively, interactive and innovative. The room was set up with large, round tables. There were three activities, designed to be done quickly by groups of three people. The question for the first activity was “Why are you here? Why are you a medical librarian?” The point was to describe an important experience in about five minutes, using about thirty words. Sarah’s example of her own answer went like this: First day on the job. Phone call, 8am. “I’m taking a baby into surgery in 45 minutes and I need some information.” Later that afternoon, “The baby made it. Thanks.” The plan was for each person to read their story aloud with discussion to follow within

each group. For full instructions, see: <<http://npc.mlanet.org/mla10/?p=820>>.

Activity Two admonished participants to “Think fast!” about their best MLA moment, when they felt the most inspired, energized, engaged, etc. The challenge was, in 90 seconds, to write six words about one new thing you would like to learn about or implement in your library. For full instructions, see : <<http://npc.mlanet.org/mla10/?p=835>>.

Finally, the third (and best) activity of the session required participants to first identify something they would like to implement at their libraries and then list all the reasons why it can’t be done, using the format “I would like to _____, but _____.” The next step was to replace the “but” with “and...so”, devising ways to overcome each obstacle. This exercise is more fully explained at <<http://npc.mlanet.org/mla10/?p=847>>.

The session was a wrap-up that returned us to the beginning of the meeting, to Daniel Pink and his McGovern Lecture. The lecture was based on his book *A Whole New Mind*, which had been assigned reading before the meeting. Briefly, Pink discussed six groups of right-brain skills (Design, Story, Symphony, Empathy, Play and Meaning) that complement and balance our left-brain analytical skills. Sarah McCord selected the activities to demonstrate how we can use these six concepts—an excellent end to the meeting.

Nancy Calabretta
Medical Librarian
Cooper University Hospital
Camden, NJ
calabretta-nancy@cooperhealth.edu

Join the MLA 2010 Conference Community!

[Editor's note: This message originally appeared in an email from the author to medlib-l on April 13, 2010. Permission to reprint was granted 6/14/2010.-RR]

Over the past few years, the MLA annual meeting has utilized an increasing number of online social networking tools to help participants interact with both one another and with meeting content. In the spirit of this year's theme of "Reflect and Connect," the annual meeting website features the Conference Community at <http://bit.ly/mla2010>. The primary goal of the Conference Community is to enable connections and communication among in-person and virtual attendees.

The Conference Community is an online portal which aggregates multiple communication "channels" and "backchannels," providing opportunities for attendees to explore and play with various emerging technologies before, during and after of the meeting. It is also primary location for meeting content, such as videos recorded by members and materials provided by the keynote presenter, Daniel Pink.

Conference Community Services

Crowdvine
<http://mla10.crowdvine.com/>

A simple and powerful social network customized for MLA '10 that helps participants to interact before, during, and after the meeting. After registering with CrowdVine, participants set up a profile that consists of a photograph, affiliations, interests, and topics that interest them. The real power of CrowdVine is its ability to identify those who share common interests so that they can seek one another out and meet, in person, at MLA '10.

Twitter, Friendfeed & Flickr

Conference hashtag #mla2010
<http://friendfeed.com/mla2010>
<http://www.flickr.com/groups/mla2010>

The Conference Community provides access to all Twitter updates containing the official conference hashtag #mla2010, a link to the conference Flickr photo sharing group, and aggregates many of these communication streams using FriendFeed.

MLA 2010 Blog

<http://npc.mlanet.org/mla10>

Follow official conference events, learn about more about things to

do in Washington DC, or leave a comment and connect with other members. Our roster of official MLA bloggers will be bringing you coverage throughout the conference. The blog is optimized for your mobile phone or PDA.

Technology Free-for-All

For those of you who cannot make it to DC, consider that everyone, including those who are not registered for the meeting, can use the Conference Community to connect to meeting-related social networking sites and blogs. In addition, Conference Package D: e-Conference offers full access to the Conference Community content of streaming video, continuing education, and more! All paid registrants will have full access to the online content on the Conference Community site.

—

Chris Shaffer, MS, AHIP
University Librarian and Associate Professor
Oregon Health & Science University Library
Portland, OR
shaffer@ohsu.edu

What does the future hold for Scientific & Technical Publishing?

Report from SLA-PHL's March 9th Program

Submitted by Martha Kirby and Gary Kaplan

On a balmy, spring-like day, twenty-five members of the SLA Philadelphia Chapter, Drexel student chapter, and guests gathered at Drexel's Hagerty Library. Others attended online via AdobeConnect, an option SLA-PHL has been offering since merging with the Central PA chapter.



Jean Fisher

Our speaker was Jean Fisher, an SLA colleague and principal at Vantage Information Services, where she provides taxonomy services, market research, and competitive intelligence for the publishing community.

Jean described trends in sci/tech publishing and encouraged audience members to contribute their own experience with these trends:

Trend 1: Open access authors are archiving their own publications using tools such as DSpace. Journals are using various open access (OA) plans such as dual access or delayed access (free after embargo period), author fees to support OA, partial OA (some articles free), and inexpensive access for developing countries. DOAJ, PLOS, Highwire, and Google Scholar were mentioned as examples.

Trend 2: Alternatives to traditional database search. These involve text mining, semantic tools, natural language, and pattern recognition. The emphasis is on finding information, not articles. One product mentioned in this context was Thomson Reuters' Data Analyzer, which uses text mining. An obstacle Jean mentioned is disambiguation; her example was the term "biomarker", which has different meanings in different disciplines. In the past, all the "good" information was in big databases that librarians were good at searching; now there are others like Elsevier's *Scopus*. Google Scholar hopes to bridge them all.

Trend 3: Social media. Examples: Elsevier's 2Collab, AIP's UniPHY GoToMeeting. These encourage sharing of information, literature citations, and collaboration via remote attendance at meetings. Wiley's WIRES product offers collaborative, interdisciplinary reviews.

Trend 4: The Asia factor. The percentage of scientific publications originating in Asia is increasing, while US percentage is declining.

Trend 5: New workflow & decision support tools. BizInt, a company that has been around since the early 90s, is now seeing competition. Examples for business include DiscoveryLogic and MedTrack, which attempt to make sense of large data sets — finding patterns and trends using techniques like visualization — to solve business problems. In science, Jean mentioned Reaxys (synthetic chemistry) and MDL (molecular structures). In publishing, new tools include online submission and automatic reference verification.

Trend 6: New STM journal formats for digital distribution. XML, doi, z39.84, ePub, etc. Some lower costs; others permit sale in multiple formats (including e-readers), handle rights management and raw data

publication, or allow custom journals for instruction. Jean suggested that purchase of single articles, instead of buying an entire journal, is likely to grow.

Trend 7: Well, she hopes this won't be a trend. *Manipulation of medical research publication*. Ghostwriting by pharmaceutical companies; marketing tools posing as academic journal (*Elsevier Australasian Journal... marketing Vioxx*)/articles. Most of the publishers have been involved and are now attempting to improve their editorial policies.

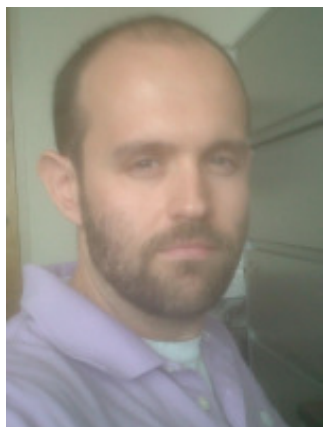
Trend 8: *New areas of inquiry and research*. New content areas: global warming, population growth, mobile communication, energy production (hydrogen-based vs oil-based), biomedical control over the genetic process of life.

This was a thought-provoking program. We look forward to hearing from Jean in the future, tracking these trends that will have important effects on the way medical librarians do their work.

Martha Z. Kirby
Coordinator
Queen Lane Library
Drexel University Health Sciences Libraries
Philadelphia, PA
mk56@drexel.edu

Gary Kaplan
Senior Librarian, Information Services
Scott Memorial Library
Thomas Jefferson University
Philadelphia, PA
gary.kaplan@jefferson.edu

Network News



Neil Romanosky

Neil Romanosky is the new Network Services Coordinator for the National Network of Libraries of Medicine, Middle Atlantic Region. Most recently, Neil was the Interlibrary Loan and Delivery Services Librarian at Columbia University. Prior to working in libraries, he held editorial positions at publishers such as Wiley, Facts on File, and IEEE. He received an MSLIS degree from Pratt Institute in 2007, an MCISdegree in communications from Rutgers University in 2000, and a BA degree in English from Rider University in 1996.

Helen Tannenbaum, MSLIS, MBA, is the new Outreach and Communications Coordinator with the National Network of Libraries of Medicine's Middle Atlantic Region. She previously worked as a research librarian for a small non-profit multi-faith organization in New York City and is a former officer of the SLA (Special Libraries Association) Solo Librarians' Division.



Helen Tannenbaum

Member & Library News

Edited by Sheryl Panka-Bryman

Lydia Collins of the University of Delaware was accepted to the fall session of the National Library of Medicine's 2010 fellowship program in BioMedical Informatics II at the Marine Biological Laboratory <<http://www.mbl.edu/>>, Woods Hole, MA. Lydia is Assistant Librarian in the Reference Department at the University of Delaware Library, where she is responsible for reference, information literacy and instruction, and collection development, and she is the faculty, staff and student liaison to all departments within the College of Health Sciences.

Gina Kaiser of the University of the Sciences was elected a Director-at-Large for the Delaware Valley Chapter of the Association of College & Research Libraries, effective June 2010 through 2013.



Lucy Bea Kaplan

Gary Kaplan of Thomas Jefferson University and his wife, Molly, welcomed their beautiful daughter, Lucy Bea, into their family on June 14, 2010.

Daniel G. Kipnis of Thomas Jefferson University in conjunction with his colleague, **Gary Kaplan**, and others presented a paper at MLA's 2010 Conference, *Reflect and Connect*, in Washington, DC, for the Nursing and Allied Health Resources Section: "Beyond Cool: Reflecting on Web 2.0 Adventures and Misadventures," entitled "4 Wikis + 4 Blogs + 70 Third-year Medical School Students = Improved Students' Confidence in Practicing Evidence-based Medicine (EBM): A Pilot Project Using Blogs and Wikis for a Collaboration EBM Assignment in a Third-year Internal Medicine Clerkship".

Jeanette de Richemond is the recipient of a Eugene Garfield Doctoral Dissertation Fellowship. The Fellowship is awarded by the Beta Phi Mu honor society to Library and Information Sciences doctoral students who are working on their dissertations.

Mindy Robinson-Paquette, of Sanofi-aventis, is a contributor (pages 129-132) to the recently published book *The Accidental Health Sciences Librarian*, by Lisa A. Ennis and Nicole Mitchell, Information Today, Inc., ©2010.

The **Wistar Institute's Library and Archives** will be a major lender to the Pennsylvania Academy of Fine Arts' *Anatomy/Academy* exhibition, scheduled for January 29-May 13, 2011. The Institute will be lending all of the extant William Rush anatomical models as well as books, documents and other items from their collections.

Meet Your Fellow Chapter Member: Priscilla Stephenson

Edited by JoAnn Babish

Please talk about your current professional position. Describe what you do and for which organization.

I am the Chief, Library Service for the Philadelphia VA Medical Center and manage a hospital library that serves roughly 2200 employees, including a medical staff of about 300. The position had been vacant for about eighteen months when I arrived, following the retirement of Bob Lyle in June 2008. Mark Marchino and

Michael Toner had been holding the fort quite ably in the interim. I've been working on marketing the library and updating links for our electronic resources. My plans are to get the library more involved with patient education, library instruction, and the Medical Center's research program.



Priscilla Stephenson

What is your past professional experience?

I've managed hospital libraries in Illinois, Tennessee, Nevada, and Mississippi. From 1998-2006 I was Reference Services Coordinator at the University of Tennessee Memphis Health Sciences Library. That gave me wonderful exposure to new technology and experience as a library instructor – which I came to enjoy as much as I do database searching. I took advantage of the academic setting to research and write for library publications. I discovered that I enjoy doing both, and I now keep active assisting with editing assignments for Journal of Consumer Health on the Internet and Evidence Based Library and Information Practice. I'm also a reviewer for JMLA.

When I moved to the Jackson, Mississippi VA Medical Center in 2006, it was my first acquaintance with the VA – and I only wish I had made the move earlier in my career! Even after four years, I'm still learning “the VA way” in many areas, but the VALNET librarians' network provides an official mentoring program as well as great support via email and monthly conference calls. The move to Philadelphia last November allowed me the opportunity to work in a more research-oriented hospital in a terrific city.

What do you find most interesting about your work?

I like hospital librarianship because I get to do it all – reference, cataloging, marketing, serials, instruction, etc. In small hospital settings with only 1-2 people, this can sometimes become overwhelming once the customers realize you can deliver promptly and efficiently. They ask for more and more, while the staffing level remains static or decreases! But the up-side is that the work is never boring, and you get terrific instant feedback from the people you serve. In an academic health science library, you usually have more freedom to develop technological skills – with web page and instructional design, for example – but in the hospital you have opportunities to gain skills in management, budgeting, and interdisciplinary teams. I like it all, so I'm torn between the two. For me a clinical environment with active research programs and strong residency affiliations is just right.

What qualities or traits do you find most helpful in your work?

Health science librarians have to be inquisitive and intelligent, and able to communicate effectively with our diverse multi-cultural and often international customers. Because we are often dealing with subjects personally devastating to our clients, we have to be tactful and respectful of their need for privacy, while we ask for enough details about their health issues to help answer their questions! It's a delicate balance that always requires tact and courtesy – and often humor. We provide customer service, and keeping that as the focus of our work – whether our task is searching a database or designing one – is the only way we can be successful.

If you weren't a librarian, what else can you imagine yourself doing?

I'd keep my ties to science somehow – as a medical or scientific writer, maybe a grants administrator. But it wouldn't have to be human health sciences. I'm just as interested in agriculture and veterinary medicine. I enjoy teaching and would probably be an educator in whatever field I found myself.

What do you do for fun?

My Midwestern roots have made me a gardener – when I can get to the dirt. For the first time in several years

I now have a yard and space to plant – in the ground, no less! I’m watching newly planted hostas and tomatoes take root. I’m hoping for the best, and I’m already planning how to keep the native critters away from the fruit.

I have four small grandchildren in Illinois, and have begun sewing again for the little girls. (My own children were boys; not so many sewing thrills there!) I use my daily commuting time for reading mysteries and doing the daily crosswords.

Is there anything about you that others might be surprised to know?

I did the training and certification for the Master Gardener program when I lived in Las Vegas. I learned a lot about setting up drip irrigation systems and xeric gardening – not as useful in Philadelphia!

I’ve been in various adult education classes from time to time – learning a variety of skills no one really needs! I’ve made a dulcimer, refinished a table, made eggrolls, caned chairs, and failed miserably at conversational Japanese!

I love the arts and wish I could paint or act; but I can’t, so I enjoy trips to museums and the theater. In other cities I’ve sung in community choral groups with both barbershop and classical music groups.

Why would you encourage members to become actively involved in the Philadelphia Regional Chapter?

I believe that being a professional requires you to support the work of its organizational structures and to be an active member of its professional organizations. For some that might mean helping to organize social events; for others it may be helping with plans for a CE program. MLA chapters provide more than enough varied tasks to allow a role for every member to play at some time during the year! I have been a dues-only member of a few organizations, but I dropped out of them at renewal time, because I had no personal investment in them. Becoming an active member in the Philadelphia Chapter will allow me to meet people and learn about area events. I can guarantee that at some point in the future this networking will also benefit the Philadelphia VAMC library. Our library organizations provide networking, educational, and often financial benefits for members and their institutions. There is always a benefit to networking; it’s just the way these activities work to engage us all.

Development Report



Christina Daley
The members of the Philadelphia Regional Chapter of the Medical Library Association thank our sponsors who generously contributed during the 2009-10 fiscal year. These sponsors help our members to benefit from the valuable programming and educational opportunities that the Chapter offers throughout the year. Currently, our sponsorship totals \$3,450.00.

The level and sponsors are as follows:

Gold Sponsors (\$500-\$749)

American College of Physicians
Elsevier
Rittenhouse

Silver Sponsors (\$300-\$499)

HSLC
LYRASIS

Bronze Sponsors (up to \$299)

American Association for Cancer Research
EBSCO
Exam Master
Gourmet Gift Baskets
Krames
The New England Journal of Medicine

We would also like to thank PhillyHealthInfo for furnishing the presentation equipment and space for the Annual Meeting and Natural Standard for its donation of medical books and products for a raffle.

Be sure to visit our sponsors' web pages to find out more about their services and products. Conveniently, their sites are linked from the Chapter's "Thank You to Our Sponsors" website page <<http://www.mlaphil.org/wp/15/thank-you-sponsors>>.

Respectfully submitted,
Christina Daley
Development Committee Chair, 2009-2010

Chapter Communications

Here is an updated list of all of the methods by which you can learn about Chapter news and events or share information with your fellow mlaphil Chapter members.

Facebook: <http://bit.ly/albCG9>

or
<http://www.facebook.com/pages/MLA-Philadelphia-Regional-Chapter/129809140368711>)
Click "Like"! Write on our wall! Start a discussion!

Twitter: <http://www.twitter.com/mlaphil> (This account is broadcast only.)
Follow us!

LinkedIn: <http://www.linkedin.com/groups?about=&gid=2150726>
Join the group! Start a discussion! Share news!

Chapter Mailing list: mlaphil-l@mlaphil.org
Subscription info: <http://www.mlaphil.org/wp/15/communications/>
Send an email to the group—ask a question, provide an answer, a link, etc.

Chapter newsletter: the Chronicle: <http://www.mlaphil.org/wp/chronicle/>
Read all about mlaphil's news. You can post a comment to items on the online version of the newsletter.

Chapter website: <http://www.mlaphil.org/wp/>
Register for an account and add content for the chapter to read.

For future reference, Chapter communications information will be displayed on the website Contact page:
<http://www.mlaphil.org/wp/contact/>.

-RR

Calendar

Edited by Sheryl Panka-Bryman

July 10-13, 2010

AALL Annual Meeting

Sponsor: American Association of Law Libraries (AALL)

Location: Denver, CO

Information: <http://www.aallnet.org/events/>

July 14-16, 2010

National Diversity in Libraries Conference

Sponsor: Association of Research Libraries, Columbia University Libraries, Ocean County Library, Princeton Public Library, Princeton University Library, Rutgers University Libraries

Location: McDonnell Hall, Princeton University

70 County Road 526 Washinton Road, Princeton, NJ

Information: <https://qed.princeton.edu/main/NDLC2010>

August 2-4, 2010

CRM evolution / SpeechTEK 2010 Conference & Exhibition

Sponsor: CRM evolution / SpeechTEK

Location: New York Marriott Marquis

1535 Broadway, New York, NY

Information: <http://www.destinationcrm.com/conferences/2010/>

September 27-28, 2010

WebSearch University Fall 2010

Sponsor: WebSearch University

Location: Washington Marriott

1221 22nd St., NW, Washington, DC

Information: <http://www.websearchu.com/Fall2010/>

September 28-29, 2010

Starting and Managing a CI Function

Sponsor: SCIP: Society of Competitive Intelligence Professionals

Location: Embassy Suites Alexandria – Old Town

1900 Diagonal Rd., Alexandria, VA

Information: <http://www.scip.org/Training/EventsDetail.cfm?itemnumber=10599>

September 30-October 3, 2010

LITA National Forum: The Cloud and the Crowd

Sponsor: LITA: Library & Information Technology Association

Location: Hilton Downtown

255 Courtland Street NE, Atlanta, GA

Information: <http://www.ala.org/ala/mgrps/divs/lita/litaevents/nationalforum/index.cfm>

Ongoing Educational Opportunities

DIALOG training workshops in the United States are now web-based.

For upcoming classes:

<http://training.dialog.com/>

Lyrasis Classes and Events

<http://www.lyrasis.org/Classes%20and%20Events/Search.aspx>

MAR Workshops

Information & Registration:

<http://nnlm.gov/mar/training/>

NN/LM workshops

For locations, dates, topics & registration:

<http://nnlm.gov/ntcc/classes/schedule.html>

Special Libraries Association

Webinars:

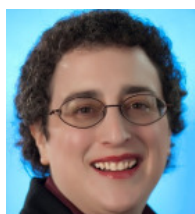
<http://www.sla.org/content/learn/members/webinars/index.cfm>



the *Chronicle*

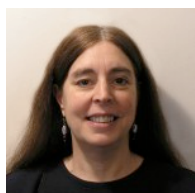
Philadelphia Regional Chapter
Medical Library Association, Inc.

the Chronicle Editor and Staff



Editor: Rachel R. Resnick

is seeking employment
267-560-7224
rachel.r.resnick@gmail.com



Editor-at-Large: Gina Kaiser

Coordinator of Technical Services, Joseph W. England Library
University of the Sciences in Philadelphia
600 S. 43rd Street
Philadelphia, PA 19104
215-596-8963, Fax 215-596-8760
g.kaiser@usp.edu



Editor-at-Large: Linda M. G. Katz

Associate Director, Drexel University Health Sciences Libraries
245 North 15th St.
Philadelphia, PA 19102
215-762-7632, Fax 215-762-8180, lk32@drexel.edu



**Calendar Editor & Co-Editor: Member & Library News, Member Profile
Sheryl Panka-Bryman**

sheryl.pankabryman@gmail.com



**Co-Editor: Member & Library News, Member Profile:
Jo-Ann Babish**

Head, Electronic Resources and Technical Services, The Commonwealth Medical College
501 Vine St.
Scranton, PA 18509
570-504-7302, Fax 570-963-8994
jbabish@tcmedc.org



Columnist, Techno-Humanist Corner: Carlos Rodriguez

Medical School Liaison, University of Pennsylvania, Biomedical Library

36th Street & Hamilton Walk

Johnson Pavilion

Philadelphia, PA 19104-6060

215-898-9610, Fax 215-573-2075

rodrigue@pobox.upenn.edu

Webmaster: Crystal Knapp

crystalsmlaphilly@gmail.com

Also on the Communication Committee:

Discussion List Manager: Kevin Block

Systems/Reference Librarian, UMDNJ Health Sciences Library at Stratford

One Medical Center Drive

Stratford, NJ 08084

856-566-6804, Fax 856-566-6380

Kevin. Block@umdnj.edu