The MAC 2004 Meeting in Raleigh, NC with 157 registrants was deemed a great success from all the positive comments and conversations throughout the meeting, responses to speakers/presenters, and the exciting exchange of ideas in the Exhibits and Posters sessions. Evaluations indicated high levels of satisfaction with the overall meeting and the exceptional work by the LAC members. Program speakers and content also received high marks. Rosemary Gibson, keynote speaker, was rated by many “as one of the best ever.”

A major draw for many MAC members was the continuing education opportunities selected by the CE Committee. On Wednesday October 13, three half-day sessions were scheduled with topics including EBM Study Design and Critical Appraisal Skills, High Impact Design for Web and PowerPoint, and Easy to Read Health and Wellness Materials. On Saturday October 16 two more half day CE sessions were provided including Technology Planning for Health Sciences Librarians and Working Through Conflict.

The keynote speaker, Rosemary Gibson, provided a compelling focus on the disturbing and real voices of “everyday people who have suffered devastating injuries from medical mistakes.” This author of the Wall of Silence: the Human Face of Medical Errors, touched us with the frightening reality of how the lives of patients and families can be devastated by errors within our health care system.

Thursday, October 14, began with early committee meetings and breakfast with the Exhibitors. To officially open the meeting, Beverly Murphy, MAC Chair welcomed everyone to Raleigh. She was followed by a down home welcome from Opie, Aunt Bee, Floyd, Barney and the gang who brought everyone Krispy Kreme doughnuts straight from the shop. How much warmer could the welcome be?

The Opening Reception held at the Old State Capitol Building was a short bus ride from the meeting hotel. Evening showers could not dampen the wonderful camaraderie of the historic atmosphere intermingled with old friends and new, sharing wonderful food and drink, listening to music and touring the building with or without a guide. Of course the “Pearl Girls Reunion” organized by Lynne Turman and featuring jewels of spectacular worth was one of the evening highlights and was captured for posterity on the capital stairs.

Poster sessions with authors were held in the Exhibits hall and were combined with the morning break with exhibitors. Betsy Humphreys provided the NLM Update. Following her presentation attendees moved on to the Round Table Luncheon, where discussions were held on a variety of pre-selected and spontaneous topics of interest.

The afternoon of October 14 (Continued on page 2)
(Continued from page 1) contained the contributed papers sessions featuring “Missions Accomplished” by several MAC members. The sessions were facilitated by Program Committee members, Lynne Turman and Amy Blaine. They received assistance from Corrine Mahoney and Octavious Spruill, MAC Conference Scholars.

This carefully timed event allowed attendees to move between the rooms on a scheduled basis and not miss presentations of interest.

The MAC Conference Scholars pilot project was created and developed by Program Committee members Shannon Jones and Lynne Turman with support from MAC/MLA, ANCHASL and NN/LM SEA. The project was designed to recruit library science students and/or paraprofessionals to careers in health sciences librarianship. The selected scholars’ attendance and participation in the MAC Meeting gives them the opportunity to learn about our organization and career opportunities in the health sciences information field. Corrine and Octavious were energetic, interested and highly motivated participants and great fun to spend time with during the meetings and social activities. I hope many MAC members had the opportunity to chat with and welcome them. A sincere thank you goes to Shannon and Lynne for all their work to develop the program and recruit such great first round scholars.

Following the fun “Ice Cream Social with the Exhibitors,” the afternoon Open Access Panel Discussion was introduced and moderated by Linda Watson, Associate Dean and Director, University of Virginia Health Sciences Library. The panel included contributions by Wallace McLendon, Associate Director of Library Services, UNC-Chapel Hill Health Sciences Library, and his wonderful story telling skills emphasizing the role of the hospital librarian. Dr. Brigid Hogan, Chair of the Department of Cell Biology, Duke University, provided insight into the academic researcher and teacher dealing with open access issues and resources.

On Friday, October 15 the early morning Business Meeting followed a delicious breakfast. Beverly Murphy, MAC Chair, ran an efficient and informative session with her indomitable flair and great humor. Reports and planning activities were completed before moving on to the second Panel of the meeting: A Diverse Flight Plan for your Library.

Shannon Jones served as moderator for the panel members including Tracie Hall, ALA Office of Diversity, Wendy Scott, North Carolina State University Libraries, and Jackie Ramseur, Medical Librarian CaroMont Health-Gaston NC Memorial Library.

Joanne Marshall, MLA President, provided the MLA Update and led a discussion of Electronic Resources Issues. Participating in that discussion were Linda Watson, University of Virginia Health Sciences Library and Christie Degener, Assistant Head, Resources Management Services, UNC Chapel Hill.

The final events for this “high flying” meeting of great minds, wonderful colleagues and good friends, was the Awards (Continued on page 3)
(Continued from page 2)

Information at Hand: Viewing Content on Your Handheld

In our final article on viewing information on your PDA, we can’t fail to address Documents to Go and other programs that allow you to view and edit Microsoft Word, PowerPoint, and Excel documents on your PDA. For Pocket PC users, whose devices have operating systems made by Microsoft, connectivity to other Microsoft programs like Word is built-in to the device. Palm users wanted the same functionality with their handhelds and programs like Documents to Go were born. Realizing that such functionality would be of great interest for PDA shoppers, Palm began to bundle Documents to Go with new Palm handhelds. Many users, however, don’t even realize they have this functionality on their device. The advantage of having such a document reader/editor on your Palm is two-fold. First, you can read documents in Microsoft Word, a format commonly used for many types of documents and by thousands of users. Secondly, you can edit the documents as well as read them, saving the edited copy to your computer when you HotSync your handheld.

Over this series of articles we’ve discussed several options for creating and viewing well-formatted documents on the PDA, including PDF, iSilo, RepliGo, and Word. Librarians can harness these technologies to deliver documents to their users. Documents can be placed on a Web page for downloading to a personal computer and then transferred to the PDA by syncing. A library computer can be equipped with a device that can be used to “beam” documents to PDAs, using the same infrared technology used to beam from PDA to PDA. These devices, from companies such as Clarinet Systems and ActiSys are an inexpensive and easy way to deliver documents to your users, and work with both Palm and Pocket PC devices. We hope this series of articles has given you some ideas for how you CAN demonstrate to your users how they can keep relevant clinical information at hand, and perhaps even take a role in delivering content to their PDAs.

Many thanks to Andrea for sharing her knowledge on this important topic. As a former hospital librarian I asked Andrea to crystallize this topic for those of us who needed to bring content to our users timely and for a small cost. Thanks again to Andrea for meeting this challenge.

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Ann Duesing
2004/2005 MAC Chair
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Luncheon honoring MAC members for their outstanding and ongoing service to the organization. Following the awards presentations came the Invitation to the 2005 Meeting in Charlottesville, VA by the 2005 LAC Committee. We were welcomed to a “Voyage of Discovery” by Lewis, Clark and Sacajawea with side-splitting laughter evoked by the portrayals of these historic characters by LAC committee members, Bart Ragon, Dan Wilson and Patricia Greenberg. Though we have concluded an outstanding meeting for 2004, we now look forward with great anticipation to the MAC Meeting events of 2005 and rediscovering Charlottesville.

Ann Duesing
2004/2005 MAC Chair
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Message From The Outgoing Chair

I hope that all of you who attended the annual MAC meeting in October enjoyed yourselves as much as I did. For those who couldn’t make it – I missed you!

Now that my “Immediate Past Chair” status is official, I will be communicating with you less regularly via MAC Messages, although I will continue to serve MAC in several capacities over the next year. So before my swan song to MAC Messages (albeit temporary), I want to look back a bit to the September 24th MAC Executive Board meeting in Durham, NC. I will also include updates since that time, where appropriate. Some of what I will highlight from that meeting is recorded in the Board, Committee, and Task Force annual reports that were distributed at the Business meeting and made available on the MAC Website at http://www.cbil.vcu.edu/mac/reports/annualreports.html.

- Obtaining award nominations for MAC members remains a challenging process for the Honors and Awards Committee, but the Committee was applauded for their recognition efforts. They were also encouraged to look at developing new awards, publishing a regular column in MAC Messages, as well as investigating additional approaches for gathering information on projects, activities, and accomplishments in the MAC region.

- Funding was approved for a new MAC member to attend the Chapter Sharing Roundtables luncheon at MLA ’05 in San Antonio. Update: This was accomplished via a giveaway drawing at the annual MAC meeting, although the recipient was not a new MAC member.

- The pilot-test of the online registration system used for this year’s annual meeting will be the subject of MAC’s submission for the Majors/MLA Chapter Project of the Year Award. Many thanks to Karen Crowell, Lynn Eades, and Stephanie Holmgren for their work on the award application.

- The Professional Development Committee plans to conduct a survey prior to the Winter Executive Board meeting to solicit for continuing education preferences at the 2005 annual meeting in Charlottesville. Update: The survey was implemented in November.

- The Publications Committee presented a draft of the Website usability survey they plan to conduct by the end of the year. Update: The Website survey is currently being conducted, so there’s still time to give your feedback and enter the drawing for a free regis-

(Continued on page 5)
Message From The Outgoing Chair

(Continued from page 4)

MAC is the great organization that it is because of you!

November/December 2004

Beverly Murphy
2003/04 MAC Chair
murph005@mc.duke.edu

The Strategic Planning Task Force (SPTF) revealed plans to solicit membership approval at the annual Business meeting for one Bylaws amendment, which would allow the revision of the MAC Bylaws at anytime during the year with a distribution of ballots. **Update:** This amendment was unanimously approved by the membership at the annual meeting. The SPTF also presented several recommendations for the Board to consider for approval, including many that did not require Bylaws revisions. An example of one such recommendation that was approved was the extension of Committee membership terms from two to three years. In the coming year, several other recommendations will be presented to the membership in the form of Bylaws revisions. To complete this work, the Board extended the term of the Task Force for one year.

In an attempt to enforce the dues payment clauses of the MAC Bylaws, it was approved that the renewal timeline be modified to send invoice renewals by November 15th with a due date of December 31st. There was also strong support for the use of Acteva for electronic dues payment if the meeting evaluations of the system proved positive. **Update:** The electronic dues payment system is in operation, and renewal invoices have been sent! (see page 2 for details)

The new MAC Scholars Program was acknowledged as being well received. Shannon Jones, a member of the 2004 MAC Program Committee, was praised for her tireless efforts overseeing its establishment and operation. With the implementation of this new initiative, the Board decided to abolish the MAC Internship Program due to low participation in past years.

Per approval by the Board, the travel mileage reimbursement has been increased from $.31 to $.36 per mile, effective January 1, 2005. The total travel cap per meeting for Committee members will remain at $100.00 per person.

So now that we’ve soared through almost all of 2004, let’s keep that momentum alive in 2005!
Website Usability Survey

The MAC Website is one of the most important tools we have for keeping our professional membership informed and up-to-date. The Publications Committee has put together a brief usability survey and we need your help. We want to find out what works well, what information our members use most often and what improvements need to be made to the design or content. Please take a few moments to share your thoughts and opinions. The survey is linked from the MAC home page (http://www.cbil.vcu.edu/mac/index.html) or you can go directly to http://www.hsl.unc.edu/MAC/MACsurvey.htm.

Your responses will be anonymous. Once you submit the survey, you will see instructions for entering a drawing for a free registration certificate for the 2005 Annual Meeting in Charlottesville, VA.

The survey runs through December 10, 2004. Thanks for your input!

Linda J. Collins, Chair, Publications Committee
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MAC 2005 Membership Dues Payment

Thanks to the hard work of many MAC members and especially Lynn Eades the MAC 2005 dues payments options include ELECTRONIC payment through Acteva. MAC has truly arrived in the electronic world. Lynn has been sending messages to us via our MAC list and has recently mailed invoices to all MAC members with instructions for the payment process. Payment by check is still an option but goes through Acteva also.

Hopefully you have received your invoice and have or are in the process (planning to complete very soon) your dues payment. There have been some glitches including having Acteva turn on the pay by check option, but that is definitely in place now. The following information is a summary of some of messages that you have already received from Lynn to smooth the path.

To renew your membership, go to http://www.acteva.com/go/MACMembership.

Fill in your information. If you are using a credit card, the first address boxes are for your BUSINESS address, this is the information that will go in the directory. Uncheck the billing address box. You will be prompted for the credit card billing address on the next screen. You may pay by check, Visa, MasterCard, Discover or American Express.

Be sure to use the renewal promotion code from the invoice: MACRenewal05. Please be certain that you use the exact renewal code from the invoice since Lynn is using it to track renewals.

Everyone needs to renew your membership ONLINE via the Acteva form. Even if you are paying by check, you must fill out the Acteva form. When you fill in the form, you get a transaction number that must to be written on the check, if paying by check. You also get the mailing address for Acteva. Mail your checks to Acteva. Do NOT send your renewal checks to Lynn Eades or Jane Borland. The invoice from Lynn does NOT need to be sent with payment, it was just an alert that your membership was up for renewal.

If you have questions about renewal, please contact Lynn Eades via phone (919) 966-8012 or e-mail: beadese@med.unc.edu.

Lynn and all the MAC Board hope you will find this a helpful and easy way to remain an active MAC supporter. The system worked extremely well for the October MAC meeting registration payment process, and we anticipate excellent results again. Thank you all for participating in another exciting MAC transition.

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