

# MAG MESSAGES

Mid-Atlantic Chapter of the Medical Library Association

## MESSAGE FROM THE CHAIR



**M**AC

officers, committee chairs and committee members are in operations mode working on projects, assignments and planning. The move from winter to spring indicates that the year is progressing and so must our schedules for MAC. The LAC and Program committees are working diligently to create an “innovative” MAC Annual Meeting for October. I’m sure you will be reading more details from their

updates and also checking the MAC Website for ongoing postings. There are lots of exciting plans underway.

The Honors and Awards Committee is seeking nominations. Please be sure to take the time to nominate a fellow MAC member for one of our Annual MAC Awards. The forms are on the MAC Website

<http://www.cbil.vcu.edu/mac/forms/nominate.html>.

Also when you see that someone is doing something of interest in the MAC Messages State Reports, take a moment to send an email of congratulations or inquiry about the project. I’m sure everyone appreciates the recognition and the willingness of a colleague to acknowledge their effort as well as accomplishments.

Publications Committee

members have many projects underway. They have completed the revisions of the Policy and Procedures Manual and posted it on the MAC Website. Please take a look at it. It has been a lot of work and is of course a transitional document with

many more changes coming as MAC evolves. A tremendous thank you goes to everyone who worked so hard to complete

this update, especially Megan von Isenburg. The MAC Logo will undergo a few more adjustments and will appear later this fall, perhaps an “October Premiere.” Our MAC Messages Newsletter received many contributions for the last issue, and we’re looking forward to the continued flow of articles of interest. A special thank you to all who contributed and Janice Mason, our editor, for working so hard to get it all together!

Cynthia Burke has resigned as Chair of the MAC Membership Committee. We’re sorry that Cynthia had to leave us, but welcome Robert James as the new Chair. We look forward to hearing more from him with reports on committee activities.

The Strategic Planning Task Force is working on the by-laws changes, and you will be hearing more about them soon. Southern Chapter/MAC Joint Meeting plans will be discussed at MLA in May. Russet Hambrick and her MAC Team will update us on those plans later in the summer. And a special thank you goes to Lynn Eades who has graciously agreed to continue as the MAC Membership Database Manager for this year.

We are already looking at dates for the Fall MAC Board Meeting to be held before the Annual Meeting. We certainly hope we don’t have any “weather” dilem-

*(Continued on page 2)*

### INSIDE THIS ISSUE:

Annual Meeting - Weblogs and RSS	2
Call for Papers	3
Nominate Colleagues	4
Deadline	4
From the Editor	8
Message from the Chair	1
News from the States	4
Slate of Officers	8

*(Continued from page 1)*

mas and have Charlottesville properly prepared for the whole MAC crew to arrive in October.

As time is quickly passing, we must note that several of our MAC committees have people who are rotating off with the end of their terms. We can hope to persuade many to stay, but always need more

new members and Chairs. As you can see from this brief summary and all the events reported in the newsletter, our organization depends on you, the members to contribute your time and talent to make it an effective, functioning and fantastic organization. Please start considering which committee you would like to join and go to the MAC

Website to complete the committee membership application form [http://www.cbil.vcu.edu/mac/forms/committee\\_appointment.html](http://www.cbil.vcu.edu/mac/forms/committee_appointment.html).

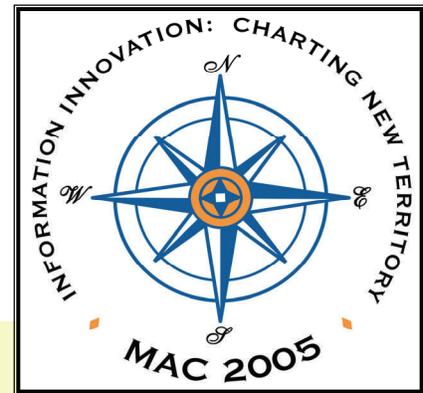
Thank you to everyone for all your contributions and hard work. Take some time to enjoy the spring blossoms and warm breezes. We'll be caught up in summer all

too soon. I hope to see many of you at MLA in San Antonio.

**Ann Duesing**  
2004/2005 MAC Chair  
[cad4n@virginia.edu](mailto:cad4n@virginia.edu)

**ANNUAL MEETING  
SESSION HIGHLIGHT**

**WEBLOGS AND RSS:  
TACKLING NEW TERRAIN  
AT MAC 2005!**



Thomas Jefferson once wrote "I cannot live without Weblogs". Well, maybe that's not quite accurate, but perhaps this founding father, known for his meticulous documentation of everyday events, would have appreciated this latest innovation. Now enter the 21st century as Steven M. Cohen presents "Weblogs and RSS - Innovation Made Easy for Everyone" on Wednesday, October 5th, at the MAC/MLA Annual Meeting 2005!

Hear how weblogs or "blogs" are being used as a way of sharing a wide variety of professional information with colleagues and user communities and how RSS (Really Simple Syndication), a form of XML, is used to syndicate content from thousands of Web sites into an aggregated news feed. The presentation will include information on how to get started in the world of weblogs and RSS feeds, including a review of the major players in the field, resources to help locate and utilize weblogs and RSS, and what the future will hold for these tools. Discussion will also involve how to use RSS within your library setting to deliver the right content to your users within the time constraints of both the client and the professional user.

Steven M. Cohen is a librarian at PubSub Concepts, Inc in New York City and is the creator of Library Stuff (published by Information Today), a weblog dedicated to keeping current and professional development for librarians. Join him and others in taming the Weblog wilderness at MAC 2005!

## Call for Papers and Posters

### Information Innovations : Charting New Territory

The 2005 Program Committee encourages you to participate in the October 2005 MAC meeting by submitting a proposal for either a contributed paper or poster. The theme for the conference is "Information Innovation : Charting New Territory!"

The Program Committee is looking forward to seeing how MAC members can take an innovative topic and chart new territory with it. Please share your information innovations with us. Papers and posters are solicited on (but not limited to) the following topics:

**Papers and posters are solicited on topics that represent the following:**

Information Innovations: charting new territory  
Health Literacy: reaching patients in new terrain  
Leadership: charting the path ahead  
Networking: mapping the way into the future  
Outreach: reaching out into new territory  
Creative budgeting: finding the funds to explore  
Consortium building: sharing innovative strategies  
Partnership: building an innovative team

**For papers:** send two electronic copies of the abstract (250 words maximum) describing the contributed paper via e-mail to Connie Schardt, at [connie.schardt@duke.edu](mailto:connie.schardt@duke.edu). The first copy should list all authors and institutional affiliations. The second copy will be used in a blind review process and should not include any information identifying authors or institutions. There is no need to send paper copies. If your abstract is accepted please be prepared to speak for approximately 20 minutes.

**For posters:** an abstract (250 words maximum) describing the poster and its objectives should be submitted via e-mail to Mary Frances Bodemuller at [mbodemuller@wvsom.edu](mailto:mbodemuller@wvsom.edu). List all presenters and institutional affiliations. Library school students are also invited to participate in the posters session.

**Submission Deadline: May 31, 2005**

**Sharon Easterby-Gannett**  
2004/2005 MAC Co-Chair  
Honors and Awards Committee  
[seg@christianacare.org](mailto:seg@christianacare.org)

## N O M I N A T E Y O U R C O L L E A G U E S

Receiving recognition from our colleagues is one of the highest professional honors. We have the opportunity to do so via MAC.

This is the time to honor our fellow librarians who have shown leadership or initiative in the medical librarian field. You can nominate a colleague for these professional awards: One-Person Library Recognition Award, MAC Librarian of the Year Award, and the Marguerite Abel Service Recognition Award. Cri-

teria for the awards can be accessed at <http://www.cbil.vcu.edu/awards.htm>

It is simple to nominate a person for an award. Submit your nomination by completing the online form at

<http://www.cbil.vcu.edu/mac/forms/nominate.html>

Or mail your application to

Gary R Greenstein

Joyner Library  
East Carolina University  
East 5th Street  
Greenville, NC 27858-

4353

The deadline for submitting nominations for all awards is July 26, 2005. You will receive an acknowledgement of your nomination within five days of submission. If you do not receive this confirmation, please contact Gary Greenstein at [greenste-](mailto:greenste-)

[ing@mail.ecu.edu](mailto:ing@mail.ecu.edu) or call 252-328-0295. Recipients of the award receive a plaque, a check for \$200, and, a voucher good for up to two years for a free MAC annual meeting registration, OR up to a one-day MAC Continuing Education course of his/her choice. Presentation of the awards is at the Honors and Awards ceremony during the annual meeting. Nominate a deserving colleague today!

**Sharon Easterby-Gannett**  
2004/2005 MAC Co-Chair  
Honors and Awards Committee  
[seg@christianacare.org](mailto:seg@christianacare.org)

**Deadline July 26, 2005**

## N E W S F R O M T H E S T A T E S

**Barbara Koehler**, Associate Director for Collections and Document Services at the Welch Medical Library at Johns Hopkins, retired on

February 28, 2005. Barbara had spent 23 years at Hopkins. She will continue to work for the library on a part-time basis writing, edit-

ing, and working on scholarly communications issues.



*Maryland*

*Barbara Koehler*  
State Reporter  
[bmk@welch.jhu.edu](mailto:bmk@welch.jhu.edu)

Send July/August articles to  
[macmessages@gmail.com](mailto:macmessages@gmail.com) until  
June 15, 2004.



## NEWS FROM THE STATES

## Personnel News

**Amy Blaine**, formerly of Virginia Hospital Center, has joined the Reference Librarian team at Inova Fairfax Hospital in Falls Church, Virginia.

## Other News

The Virginia Council of Health Sciences Libraries (VaCOHSL) will be holding a planning meeting on Friday, April 29 at the Claude Moore Health Sciences Library, University of Virginia. The meeting agenda will include a discussion on future plans for the consortia and a needs as-

essment of Virginia health librarians. An overview of the Virginia Library association will also be provided.



Virginia

Patricia Greenberg  
State Reporter  
[psv6n@virginia.edu](mailto:psv6n@virginia.edu)

## NEW COMMUNITY OUTREACH INFORMATION NETWORK CHECKS IN AT RICHMOND, VA

Virginia Commonwealth University's Tompkins-McCaw Library for the Health Sciences and the VCU Massey Cancer Center are creating a program for the greater metro-Richmond area that will centralize VCU's consumer health information resources and make health information more easily available to people who are vulnerable to cancer, diabetes, heart disease and other chronic illnesses.

With a \$50,000 Community Outreach Partnership Project Award from the National Library of Medicine and the National Network of Libraries of Medicine, Middle Atlantic Region, the new Community Outreach Information Network (COIN) aims to increase public awareness of and access to high-quality, reliable information.

"COIN will serve as a portal through which area residents can get current and accurate health information

that's tailored to their cultural needs and reading abilities twenty-four hours a day," said Jean Shipman, director of the Tompkins-McCaw Library and principal investigator for COIN.

COIN will also provide training and support to the staff at community partner organizations to make it easier for them to help their clients access health information. Initially, those organizations will include Richmond, Chesterfield, Henrico, Pamunkey and Williamsburg public libraries; local community-based organizations serving the elderly including SeniorNavigator Center staff; and several local pharmacies.

COIN will provide training on MedlinePlus, Spanish language resources, and other health information tools. "If our community partners such as librarians or pharmacists need information while their clients are present, COIN provides instant online and phone access to the most current and reliable health information in a format that

will suit their clients' needs," said Cyndy Simonson, senior advisor to the director for clinical and external affairs at Massey and a COIN investigator. A single phone number, 804-827-COIN (2646) and Website, [www.library.vcu.edu/coin](http://www.library.vcu.edu/coin), assist referrals. "It's free and enables them to add more value to their customer service."

COIN's outreach is based on the use of a customized health information prescription. Building on the American College of Physicians Foundation and the National Library of Medicine's "Health Information Rx Project," the modified COIN prescription highlights COIN's centralized telephone number and Web site. These prescriptions provide COIN participants with a means to quickly direct the public to the COIN Web site, MedlinePlus and COIN's health information partners. Other partners in the project include the MCVH Auxiliary of the VCU Health

System's Community Health Education Center (CHEC), the Massey Cancer Center's two Linen-Powell Resource Libraries and NCI's Cancer Information Service (1-800-4-CANCER), VCU Community Solutions, and the VCU Institute for Women's Health's new Charlotte K. Roberts Women's Health Resource Center (WHRC) at Stony Point.

For more information on the Community Outreach Information Network (COIN), please contact Jean Shipman at (804) 828-0634 or email [jshipma@vcu.edu](mailto:jshipma@vcu.edu).

## NEWS FROM THE STATES

District of  
Columbia

RoseMarie Leone Winiewicz  
State Reporter  
[rleone@provhosp.org](mailto:rleone@provhosp.org)

**Finkelstein and Shaffer join Academy**

**Kate Finkelstein**, Assistant Director for Education Services at Dahlgren Memorial Library, has been accepted as a member of the Academy of Health Information Professionals (AHIP). **Janette Shaffer**, Assistant Director for Client Services, has been accepted as a provisional member

**Bakker appointed to editorial board**

**Theodora Bakker**, the NLM Associate Fellow at Dahlgren Memorial Library, will serve a three year term on the Editorial Board of the Journal of the Medical Library Association (JMLA). JMLA is a core journal for medical librarianship and has been in print and indexed by MEDLINE since 1911.

**Dahlgren celebrates NLW with staff appreciation day**

In honor of National Library Week, Dahlgren's Marketing Team hosted a library staff appreciation day. Between 11 a.m. and 4 p.m. on Friday, April 15, staff took advantage of chair massages, lunch (courtesy of Library Director Jane Blumenthal), desserts, and a presentation by a human resources specialist on how to reduce stress and stay energized.

**Danielle Snyder** is the new archivist at the Association of American Medical Colleges (AAMC) in Washington, DC. Prior to joining the AAMC, Danielle Snyder was a student at American University where she earned a Master's in His-

tory. Danielle's primary responsibilities will be to acquire, preserve, and provide access to AAMC records and maintain the archives Webpages.

**Historical Exhibition**

The staff of the Association of American Medical Colleges (AAMC) reference center and Mary H. Littlemeyer archives, located in Washington, DC, are pleased to announce the debut of an historical exhibition on medical education. The exhibi-

tion showcases the mission and membership of the AAMC, provides a timeline history of the AAMC, and in a section titled "From 'Phisition' to Medical Doctor," showcases the history of medical education in the United States.

**Join the Academy of Health Information Professionals (AHIP)**

Join over 1,200 academy members and earn your membership in the academy.

The academy offers:

- professional development
- career planning
- personal achievement
- professional recognition

Link to [www.mlanet.org/academy/](http://www.mlanet.org/academy/) to learn more about the benefits of academy membership and for applications.

For further information, contact Lisa C. Fried, credentialing, professional recognition, and career coordinator, at 312.419.9094 x28 or [mlapd2@mlahq.org](mailto:mlapd2@mlahq.org).



## NEWS FROM THE STATES



## North Carolina

Hattie H Vines  
State Reporter  
[vines001@mc.duke.edu](mailto:vines001@mc.duke.edu)

Thirty-nine participants attended The Association of North Carolina Health and Science Libraries (ANCHASL) Spring Meeting held April 1<sup>st</sup> 2005 at Wesley Long Community Hospital in Greensboro, NC.

The meeting topic was Open Access (OA) and **Pat Thibodeau**, **Rick Peterson** and **Robert James** (all of Duke University Medical Center Library) were the guest speakers. At the morn-

ing session, Pat provided an introduction and overview of OA followed by Rick's discussion of two OA resources: The Public Library of Science (PloS) and BioMed Central. Robert talked about a third resource - the digital archive of biomedical literature found in PubMed Central. After the lunch and business meeting, a panel moderated by Pat Thibodeau provided information on OA from various points of view that included the hospital library, the academic institution, the

vendors and the organizations.

The Open Access panelists were: **Andrew Berin** (Elsevier Publishers), **Jennifer Burg** (Wake Forest University), **Margaret Cobb** (Novant Health, Inc.), **Wallace McLendon** (UNC-CH) and **Parks Welch** (Wake Forest University).

More information can be found on the ANCHASL website at <http://www.rtpnet.org/~anchasl/>

## RENOVATION CELEBRATION: THE NEW HEALTH SCIENCES LIBRARY AT THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

A festive grand opening ceremony on March 7<sup>th</sup> marked the completion of a two and a half year project of redesign and renovation of the UNC - Chapel Hill Health Sciences Library. Hundreds turned out on a beautiful "Carolina blue sky" day to help celebrate this important milestone.

Speakers at the ceremony included UNC - Chapel Hill Chancellor James Moeser; University of North Carolina President Molly Corbett Broad; HSL director Carol Jenkins; Jennifer Solms, a student in UNC's School of Medicine; Dr. Charles Hamner, retired president and chief executive officer of the N.C. Biotechnology Center and Glen Williams, senior director of manufacturing for Biogen Idec.

In his opening remarks, UNC Chancellor Moeser hailed the renovated library as a "wonderful example of how we are transforming this University to better serve the State of North Carolina and beyond." He went on to say, "This new Health Sciences Library is beautiful, functional and innovative. It

promises to be a vital gathering place well into the future for scientists, students, clinicians and members of the public who need health information."

HSL Director Carol Jenkins noted that the renovation and redesign enables the Health Sciences Library to enhance research, education and health care at Carolina. "With this renovation complete, the Health Sciences Library is poised to take on new roles as an essential partner in achieving the university's health-care missions. The library is committed to helping train tomorrow's health-care providers, to supporting research to prevent and cure disease and to promoting access to health information for everyone that can improve the quality of our lives."

The standing-room only gathering of over 150 invited guests included many current members of the UNC community, a number of former HSL staff members, former HSL director Samuel Hitt, colleagues from other medical libraries and honored guests. Among the dis-

tinguished visitors were NLM director Dr. Donald Lindberg, MLA Executive Director Carla Funk and US Congressman David Price and State House Representative Verlo Insko.

Highlights of the renovation project include:

- Wireless Internet access throughout the entire building
- 140 public computer workstations
- Two computer laboratories with 54 stations
- Two multimedia computer classrooms with 55 workstations
- Two new "media kitchens," complete with specialized software and equipment that can produce educational materials for online courses
- Nineteen study rooms with computer display panels, whiteboards, wired and wireless connections
- "Collaboration Center,"

featuring a Viz Wall and teleconferencing facilities ((in progress)

- Spacious conference room and meeting center
- History of the Health Sciences suite
- Floor to ceiling windows from the first through the fifth floors
- Grand sweeping staircase connecting the basement, first and second floors
- Medicinal plant garden (in progress)
- "Friends Café," a comfortable, convenient and very popular spot for coffee and collaborative conversation.

Primary funding for the project, 11.4 million dollars, came from a wide-reaching North Carolina higher education bond referendum passed in 2000. In addition, HSL received \$1 million in private funds and \$600,000 in overhead receipts, money gener-

## NEW SLATE OF OFFICERS

**Officers**

Chair Ann Duesing— cad4n@virginia.edu  
 Chair-Elect Patricia Hammond — pahammond@vcu.edu  
 Immediate past Chair Beverly Murphy—murph005@mc.duke.edu  
 Secretary Susan Arnold—susan.arnold@mail.wvu.edu  
 Treasurer Jane Borland—jane.borland@medicorp.org  
 Treasurer-Elect Claire Meissner claire.meissner@centrahealth.com  
 Chapter Council  
 Representative Paula Raimondo— praim001@umaryland.edu  
 Alternate Julia Shaw-Kokot—jsk@med.unc.edu

**MAC Nominee to the MLA Nominating Committee**

Janice E. Kelly jkelly@hshsl.umaryland.edu  
 Chapter Benchmarking Educator  
 Susan Craft crafts@mail.ecu.edu

**Committee Chairs**

Local Arrangements Jonathan Lord jonlord@virginia.edu  
 Co-Chair Karen Knight kknight@virginia.edu  
 Program Pat Hammond pahammond@vcu.edu  
 Publications Linda Collins lcollins@email.unc.edu  
 Professional Dev. Bart Ragon  
 Membership Robert James  
 Chair-Elect Robert James  
 Honors & Awards Gary Greenstein greensteing@mail.ecu.edu  
 Nominating Cmtee & Strategic Planning Task Force  
 Beverly Murphy— murph005@mc.duke.edu

**2005 Annual Meeting**

Program Pat Hammond pahammond@vcu.edu  
 Audiovisual Andrea Horne & Ellen Ramsey  
 Continuing Educ Bart Ragon & Patricia Greenberg  
 Exhibits/Posters Lynn Turman & Barbara Wright  
 Hospitality Elaine Attridge & Gretchen Arnold  
 Printing/Publicity Ruth Smith  
 Registration Kelly Near & Karen Dillon

**State Reporters:**

District of Columbia RoseMarie Leone Winiewicz—  
 rleone@provhosp.org  
 Maryland Barbara Koehler— bmk@welch.jhu.edu  
 North Carolina Hattie Vines— vines001@mc.duke.edu  
 Virginia Patricia Greenberg— psv6n@virginia.edu  
 West Virginia Michael Schott— mschott@wvu.edu  
 Archivist Diane McKenzie diane\_mckenzie@unc.edu

MAC Messages is published bimonthly by the Mid-Atlantic Chapter/  
 Medical Library Association.

Website Editor Adam Glazer glazera@mail.nlm.nih.gov  
 Editor Janice Mason macmessages@gmail.com  
 Deadlines-15th of Dec; Feb; April; June; August; October

## NEWS FROM THE STATES

(Continued from page 7)

ated by faculty research. The Biogen Idec Foundation, the philanthropic division of the Biogen Idec biotechnology firm, donated \$150,000 to equip a state-of-the-art classroom to support student scientists. The classroom is envisioned as a facility that will help students discover, evaluate and apply scientific information.

For photos from the ceremony and additional information, see <http://www.hsl.unc.edu/Celebration/celebration.cfm>

**Linda Collins**

Publications Committee, Chair  
 linda\_collins@med.unc.edu

*Have a humorous library-related  
 joke or library happening? Send  
 it, and the image file if appropriate,  
 to the Editor.  
 Thanks again,  
 -Ed*