

MAG MESSAGES

Mid-Atlantic Chapter of the Medical Library Association

MESSAGE FROM THE CHAIR



Summer is here and plans are sizzling for the MAC 2005 Meeting in Charlottesville. Pat Hammond and her Program Committee are finalizing program content and plans. Jonathan Lord and Karen Knight, LAC Chairs are plotting to make MAC a mighty "Innovative" force to be recognized before the "stones" roll in to Charlottesville. The Compass is up on the Meeting Website to guide us all as we Chart New Territory. Watch for all the

updates, register online for the meeting, and make those hotel reservations as early as possible.

San Antonio

The MLA Meeting in San Antonio was exciting and diverse. We heard from interesting and dynamic speakers with wisdom and guidance for our continually changing roles in information access and services. I had a chance to chat with several MAC Members in San Antonio, but missed seeing lots of you. I know many were unable to attend, so please plan to come to the MAC meeting to catch up with your colleagues and hear about regional projects from paper and poster presenters and even broader projects and developments from keynote and invited speakers, presenters and panelists.

2006 Joint Meeting

The Joint 2006 MAC and Southern Chapter Meeting

planners met while in San Antonio. Russet Hambrick, Beverly Murphy, and Julia Shaw-Kokot, our MAC crew, discussed various facets of the meeting planning. Russet forwarded to me a list of committees that will need MAC members. I will be contacting several of you to request your assistance and service on the joint committees. It's wonderful to have so many members willing to work on the meeting planning, and just think, this will lead you to Atlanta! Put it on your calendar, **October 12-16, 2006**. October 12th is early registration, 13th will be CE classes, committee meetings in the late afternoon and then the Welcome Reception. Saturday the 14th will be a program day and dine arounds in the evening. The 15th will be a program day, chapter business meetings with a social event/banquet in the evening and the 16th will be a half day of programming. We will keep you updated.

Strategic Planning

Beverly Murphy and her Strategic Planning Committee are continuing to work on final projects before the September Board Meeting and the October Business Meeting. You will be receiving more details from Beverly via the MAC List and possibly snail mail.

MAC Needs You!

Please consider serving on a MAC committee for next year, check the Website for committee lists and the Policy and Procedure Manual



for duties. Fill out an application form at http://www.cbil.vcu.edu/mac/forms/committee_appointment.html. Also remember to nominate a fellow MAC

(Continued on page 2)

INSIDE THIS ISSUE:

Annual Meeting	2
Call for Papers	3
Deadline	4
From the Editor	8
Honors & Awards 2004	8
Message from the Chair	1
News from the States	4
Professional Development	7
Slate of Officers	8

(Continued from page 1)

member for one of our very special MAC Awards.

Those forms are found at

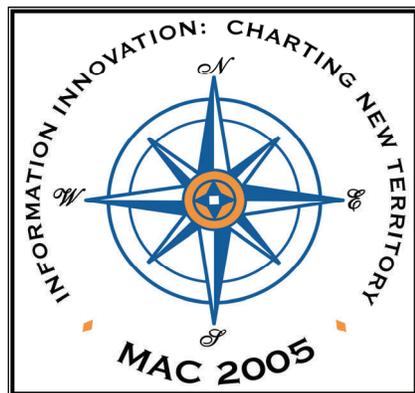
<http://www.cbil.vcu.edu/mac/forms/nominate.html>.

Enjoy the rest of the sum-

mer!! I'll see some of you in September for the Board Meeting and all of you in October for

MAC '05.

Ann Duesing
2004/2005 MAC Chair
cad4n@virginia.edu



ANNUAL MEETING
KEYNOTE ADDRESS
ALANE WILSON
PRESENTS
"CONTENT HAS LEFT THE
CONTAINER!"

The MAC 2005 Program Committee is proud to introduce Ms. Alane Wilson as our Charting New Territory MAC 2005 Keynote Speaker!

Her keynote address, "Content Has Left the Container", promises to be a dynamic presentation that looks at the radical changes in information production, discovery, fulfillment and consumption and what this suggests about the role of libraries - and medical libraries in particular. Libraries have always faced a shifting world of materials, new models alongside the old, the increasingly complex matrix of commodity and open-source publications - published, self-published

and unpublished, paper and digital. Now they must also manage content that is unbound from any sort of identifiable container.

The rapid "unbundling" of content from traditional containers such as books, journals and CDs has had a significant impact on the search/find/obtain process. Digital content is often syndicated instead of being prepackaged and distributed, and access is provided on an as-needed basis to the consumer by providers outside the library space. Content is no longer format-dependent and users are not dependent on traditional distribution channels for access to content. This is true both in the realms of scholarly communication and popular

materials. For librarians, this means the processes of acquisition, organization and delivery of content needs to change to accommodate the expectations of our communities.

Alane Wilson graduated from the University of British Columbia's School of Library and Information Sciences, in Vancouver, in 1986, and joined the staff of the University of Calgary Libraries the same year. In 1995, she joined the University of Alaska Fairbanks library as Head of Reference and Instructional services. Since 1997, Ms. Wilson has worked at OCLC in a variety of capacities - her more recent projects include work on the OCLC Environmental Scan. In addi-

tion to co-authoring and editing the Scan she is one of three OCLC contributors to the "It's All Good" blog <http://scanblog.blogspot.com>. Ms. Wilson has indeed "charted new territory" in her life as well as in her work: she was born in London, England, is a Canadian citizen, and is married to an American!

* * * * *

Oprah comes to MAC!

Ok, not really, but we do have a lively Oprah-style panel planned for the fall meeting. Our panel of guests will include a new librarian, a second-career librarian, an experienced librarian, and a MLA representative. If you attended the MLA annual conference in San Antonio and came to

(Continued on page 4)

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. 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. List all presenters and institutional affiliations. Library school students are also invited to participate in the posters session.

Sharon Easterby-Gannett
2004/2005 MAC Co-Chair
Honors and Awards Committee
seg@christianacare.org

"CONTENT HAS LEFT THE CONTAINER!"

(Continued from page 2)
the open forum "Nurturing the New, Supporting the Experienced," then you got a preview of the issues our panel will discuss. Before the MAC meeting, the panel committee will send out a sur-

vey about recruitment and retention and other issues related to new librarians. The survey is intended for librarians with all levels of experience so that we make sure to get everyone's point of view. The committee will use the infor-

mation gathered from the survey to ask the panelists what they think would be good solutions to the issues. Don't worry though; the audience will be given plenty of time for discussion as well. So come see Jane Blumenthal

give it her best as Oprah and participate in what will be an active discussion of hot topics!

Becky Hebert
2005 MAC Program Committee
Member

NEWS FROM THE STATES

Personnel News

Pat Hammond, Community Health Education Center Librarian at VCU Libraries, received a Partner in Patient Care Award during the Week of the Nurse 2005 celebration at VCU Health System. The award recognizes non-nurses that support patient-centered care by consis-

tently playing a key role in meeting patient/family needs. Pat was recognized for her contributions to improving patient education.

Linda Watson, Director of the Claude Moore Health Sciences Library, has recently accepted the position of Director of Health Sciences Libraries at the

University of Minnesota. Linda has been the director of the Claude Moore Health Sciences for fifteen years. Gretchen Arnold, currently Associate Director for Library Operations, will take over as Interim Director.



Virginia

Patricia Greenberg
State Reporter
psu6n@virginia.edu

Send September/October
articles to
macmessages@gmail.com until
August 15, 2005.



UNIVERSITY OF VIRGINIA
HEALTH SCIENCES LIBRARY

SOUTHWEST VIRGINIA OUTREACH PROGRAM

Ann Duesing, Outreach Librarian for University of Virginia's Health Sciences Library based at UVA's College at Wise; Marilyn Maxwell, Executive Director Mountain Empire Older Citizens; and Pat Johnson, Technology Coordinator for the Wise County Public Schools are presenting a paper and hosting a day-long Mobile Workshop. This workshop is for the 4th International Rural Network Conference and is provided in partnership with the Rural Policy Research Institute June 19-24, 2005 at the Southwest Virginia Higher Education Center, Abingdon, Virginia.

This conference is being held for the first time in the United States. Three previous conferences were held in Queensland, Australia; Vancouver Island, Canada and Inverness Scotland. The conference brings together practitioners from rural communities with rural policy makers and scholars. The programs are designed to "share practical experiences and highlight the role of

place and place-based innovations in local development, rural health, education, culture and environment as well as exploring the implications for rural policy and governance." Between 300 and 500 attendees are expected for the conference. A highlight for visitors will be the mid-week Mobile Workshops including one to Wise County.

Located in the beautiful southwestern portion of Virginia in the heart of the Appalachian mountains, Wise County is home to many innovative and creative partnerships successfully developed to address the health, transportation and technology needs of its citizens, particularly its frailest and eldest citizens and the families providing care for them. Its efforts are concerned with maintaining and strengthening its strong sense of community

Tours

The tour of Wise County will include the towns of Wise, Big Stone Gap and Coeburn and points in between. Local community organizers and developers

will showcase the following initiatives operating in Wise County and across the Central Appalachian region:

1. Consortium to recruit medical personnel to practice in the region;
2. Health sciences outreach program to provide health information access and services to health professionals, patients and consumers in the region;
3. Partnership to bring access to broadband technology to all of the people in the county;
4. Development and coordination of public transportation and health and human services transportation in a rural, mountainous area;
5. Development and coordination of infrastructure of support services for family caregivers, particularly of persons with Alzheimer's disease. Recognized by the National Council on Aging as one of the top five programs in

- the nation;
6. Pharmacy Connect of Southwest Virginia Partnership that assists medically indigent adults of all ages with needed prescription drugs.
 7. Unique Children's Advocacy Center focused on all aspects of child abuse from prevention, intervention to treatment.
 8. Mobile health clinic that travels the back roads and hollows bringing hope and assistance to the uninsured and hard to reach;
 9. Public Health Department services and special programs including cooperative planning with the mobile clinic to provide an annual Remote Area Medical Expedition providing over 6000 patient services in 3 days.

The Wise County tour will visit the University of Virginia's College at Wise, the Mountain Empire Older Citizens, Inc. complex, the John Fox, Jr. House and Museum, Mountain Empire Transit

NEWS FROM THE STATES

District of
Columbia

RoseMarie Leone Winiewicz
State Reporter
rleone@provhosp.org

Publications

Kate Finkelstein, Assistant Director for Education Services at Dahlgren, has co-edited *The Family Medicine Clerkship Guide*. This book aims to help medical, PA and NP students improve their learning during Family Medicine clinical rotations. The book contains informational text, clinical cases, a practice test, formulary, and accepted medical abbreviations among other features. Paul Paulman, MD (University of Nebraska Medical Center) served as the Editor-in-Chief of the book. Other associate editors include Jeffrey Susman, MD, Jeff Harrison, MD, Audrey Paulman, MD, and Robert Zatecha, MD.

Promotions

Janette Shaffer, MLIS, AHIP, has accepted the position of Associate Director at Dahlgren Memorial Library. Janette continues her role as the leader of DML's Client Services, and now manages other library-wide administrative responsibilities.

DML provides 24/7 Access!

DML has just completed a ground-floor renovation that allows Library access 24 hours a day. On July 1, 2005, DML opened its doors and will keep them open. Library personnel staff the facilities from 8 a.m. – 8:30 p.m., Monday through Friday. Security personnel staff all other hours, including weekends and holidays. For information about the renovation or about the new 24/7 access policies, con-

tact Jane Blumenthal blumentj@georgetown.edu or Janette Shaffer js463@georgetown.edu.

Larsen honored by Students

Jeanne S. Larsen, MLS, Assistant Director for Reference and Research, at Dahlgren Library, Georgetown University Medical Center, was presented the John C. Rose award at the 27th annual Golden Apple Awards Gala in April. The award, honoring former Dean John Rose, is awarded annually to an administrator or faculty member who has provided outstanding service to the school and "has contributed to the improvement of medical education and student life".

SOUTHWEST VIRGINIA OUTREACH PROGRAM

(Continued from page 5)
and the St. Mary's Health Wagon. The tour will conclude in Coeburn, "The Town of Friendly People", with a delightful and fun-filled evening of fun, food, fellowship, music and dancing.

Located on The Crooked Road—Virginia's Heritage Music Trail, Coeburn offers the chance to learn to flatfoot, to participate in old-fashioned cakewalks, to unwind to the beat of some of the nation's finest bluegrass musicians and to visit infor-

mally with some of the finest people to be found anywhere in the world!

There will be opportunities to shop and browse at the Purely Appalachian Craft Empowerment Center where one can find top quality Ap-

palachian arts and crafts on display. The Coeburn stop will also include a ride around The Lonesome Pine International Raceway and the chance to see the coal industry at work.

M L A P R O F E S S I O N A L D E V E L O P M E N T G R A N T

Apply Today!
HLS/MLA Professional Development Grant
for Hospital and Clinical Librarians

A P P L I C A T I O N D E A D L I N E : A U G U S T 1 , 2 0 0 5

Are you looking for funding to:

- attend a meeting?
- further your professional education?
- conduct research?

The **HLS/MLA Professional Development Grant** is designed to support participation in professional programs or scientific research.

The grants help librarians in hospitals and other clinical care settings to develop and acquire knowledge and skills as described in *Platform for Change* (MLA's Educational Policy Statement) and *Using Scientific Evidence to Improve Information Practice* (MLA's Research Policy Statement.)

For further information and an application, contact Lisa Fried at (312) 419-9094, Ext. 28, or email at mlapd2@mlahq.org

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 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 bart@virginia.edu
 Membership Robert James Robert.james@duke.edu
 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 Alexa Mayo—amayo@hshsl.umaryland.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

AHIP POINTS FOR NEWSLETTER BYLINE!

Here's your chance to amass AHIP points—
 contribute to *MacMessages*!

Linda Collins relates that a “bylined contribu-
 tion in a newsletter” is worth one point.
 “Newsletter articles written as part of com-
 mittee responsibilities are not awarded
 points.”

For further details refer to the Academy Point
 Index under “bylined contribution to a news-
 letter” at:

www.mlanet.org/academy/points2.html#authoring.

-Editor

*Thanks for sharing achievements
 and current news from your library,
 or your state with your colleagues.
 If you have a news item from a
 newsletter or from your library cal-
 endar that is newsworthy, please
 send it along, in any format, to
 your State Reporter anytime dur-
 ing the two-month period before the
 next deadline. Your Reporter will
 consolidate all the news and then
 forward it to the Editor.*

Thanks again,

-Ed