

# Mac Messages

OCT/DECEMBER 2006

NUMBER 116

[WWW.CBIL.VCU.EDU/MAC/](http://WWW.CBIL.VCU.EDU/MAC/)

## MAC Mid-Atlantic Chapter of the Medical Library Association



### MESSAGE FROM THE CHAIR

**G**reetings! I hope everyone is well rested after a very eventful and fun filled joint meeting with Southern Chapter!

This meeting was a success in part due in part to over 40 MAC members who participated on committees with Southern Chapter members. MAC members also helped moderate and time paper

sessions, judged posters and papers for research quality, among other things.

Dale Prince and MAC's PDC put together a wonderful choice of Continuing Education courses, including, Lynne Waymon's continuing education workshop, "How to Make a Point without Making an Enemy". We were able to offer this course, because our two chapters worked together and received MLA's Leadership and Management Section's Chapter Level leadership

Education Challenge Grant.

Julia Shaw-Kokot, from the University of North Carolina at Chapel Hill Health Sciences Library, headed up the roundtable luncheons. This was new event for Southern Chapter librarians. Seventy-one people registered for the roundtables and about a half of those who registered were from Southern Chapter.

Roger Russell from East Carolina University led the team who created and maintained the

Southern Chapter/MAC MLA meeting website. He was also instrumental in designing our meeting's logo.

The Opening Reception was held at the beautiful Atlanta Botanical Gardens. Although the weather was a bit chilly, the gardens were lovely.

We had very distinguished speakers. David Satcher, retired Surgeon General of the United States and now on the faculty of Morehouse School of Medicine,

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### MAC-MLA WEB SITE REDESIGNED

A redesigned version of the MAC Web site - <http://www.cbil.vcu.edu/mac/> - was launched on October 11th, completing a year-long redesign process. Among the most noticeable changes are the addition of a search engine for the Web site and improved "standard" navigation on each Web page. The redesign process will continue, as code cleanup for existing pages takes place

over the next several months. Please take a look at the Web site and send comments either to Megan von Isenburg, Communications Committee Chair, at [vonis001@mc.duke.edu](mailto:vonis001@mc.duke.edu), or me. Thanks!

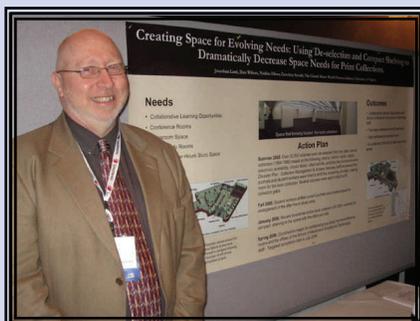
**Adam Glazer**  
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## MESSAGE FROM THE CHAIR, CONT.

(Continued from page 1)

spoke on health disparities. Dr. Joe Bresee, Head of the Influenza Branch in the Epidemiology Section of the CDC, spoke about our nation's preparedness initiatives for bird influenza. Dr. Mark Williams, Professor of Medicine at Emory University and Director of the Hospital Medicine Unit for Emory Healthcare, spoke on consumer health literacy. A surprise visit by Dr. Neil Shulman, author of Doc Hollywood spoke on Saturday. All presentations were outstanding!

Many MAC members contributed posters and papers.



**Jonathan Lord**

(photo by Dan Wilson)

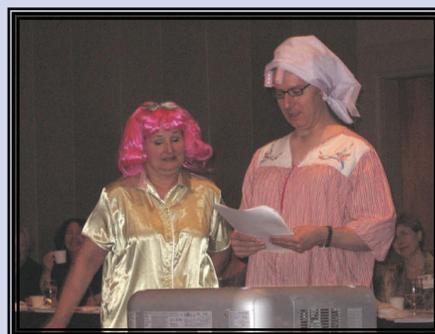


**Beverly Murphy**

(photo by Dan Wilson)

The Hospital Librarian Symposium was a huge success and the MAC board members are looking into the possibility of doing something similar for our members. We'll keep you posted!

The closing banquet held on Sunday evening at the hotel featured a dance troupe, followed by the ever popular, Bearded Pigs.



**Traci and Edna Turnblad invite you to MAC's 2007 annual meeting in Baltimore, Maryland.**

(photo by Dan Wilson)

The theme for next year's MAC meeting will be, "What'll it be, Hon? Libraries a la Carte".

So, Hon-we'll see you October 8th to the 11th in Baltimore, Maryland!

For more photos of our joint conference with Southern Chapter check out our MAC Web site: [www.cbil.vcu.edu/mac/events.html](http://www.cbil.vcu.edu/mac/events.html)

**Melanie Norton**  
2006/2007 MAC Chair  
[mnorton@email.unc.edu](mailto:mnorton@email.unc.edu)

# Deadline!

Send January/February/March articles to be published March 1 send your articles to [macmessages@gmail.com](mailto:macmessages@gmail.com) until February 15, 2007.



## MY ADVENTURE AS A MAC SCHOLAR

**R**eceiving the MAC Scholarship was a wonderful experience. It presented me with the opportunity to not just attend the conference as a spectator, but to be an active participant. Being a MAC scholar allowed me to make connections and to meet people I may not have met otherwise.

My adventures began on Friday. I picked up my registration materials and canvas bag of goodies before verifying the location of my CE course. I was a little disappointed that I would be unable to attend the new members meeting that afternoon, but such is life. The CE course was Creating Online Tutorials in Less Than 30 Minutes, and it really inspired me to create more online tutorials at my library.

After the CE course, I met my mentor Ivonne Martinez. Her friendliness and enthusiasm for being a

mentor made me feel instantly at ease with her, and we went on to attend the opening reception at the Botanical Gardens of Atlanta. She also invited me to lunch to meet some other members of MAC who shared their experiences and advice for committee membership.

the scholarship on the way to the breakfast. She came up and introduced herself, and took me under her wing for the morning. I was introduced to a lot of different people who all greeted me with warmth and a friendly smile. It really made me feel welcome and more than a little special.



Saturday morning, I got up bright and early for the opening of the vendor's booths and the continental breakfast. I had attended conferences in Missouri and knew that there were usually sites to be seen and new products to learn about in the vendor's booths. I ran into Shannon Jones, the head of the Membership and Recruitment Committee and the contact person for

Shannon and I went on to the opening session where we learned more about the possibility of a pandemic flu arising from the avian flu and about health literacy and children. Right after, the contributed paper sessions began. I met up with Ivonne,

and together we navigated the three rooms to get a wonderful overview of the AHEC program and collaboration between health sciences libraries and public libraries. I found the session, Partners in Consumer Health, to be particularly beneficial as I have been interested in working with the local public library in Greenville, NC.

*(Continued on page 4)*

*(Continued from page 3)*

I wandered the poster sessions, but they were very crowded. I did get to talk to a couple of the contributors, though, and I enjoyed seeing everyone's hard work.

Sunday was a full day. I attended the MAC Breakfast and Business meeting in the morning and got a first hand look at how creative and fun loving the members of MAC are. I had previously attended the ALA conference in Chicago, the Mobius Users Conference of Missouri, a Missouri Special Library Association networking session, and the Missouri Library Association meeting, and never had I seen anything close to the invitation for the MAC con-

ference in Baltimore.

I attended more contributed paper sessions on drug information, Evidence-Based newsletters, and the Go Local Project, and a roundtable discussion on Podcasting. Although the paper sessions were not directly relevant to what I am doing at my library, I did get some ideas for applying some of their methods to my own work.

Finally, there was the banquet. Again, this was a great chance to meet new people in a relaxed and fun setting. The entertainment was fabulous, and everyone seemed to have a great time whether they had gone out on the dance floor or watched from the sidelines.

Again, it was nice to see that medical librarians enjoy working hard and playing hard, too.

Overall, I felt that the conference was a wonderful educational experience, and the MAC Scholars program was a wonderful networking experience. After meeting so many friendly and enthusiastic people, I feel like a member of MAC.

**Amy Blevins**  
2006 MAC Scholar  
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## NEWS FROM THE STATES

**Personnel Changes**

Himmelfarb Health Sciences Library, George Washington Univ. Medical Center is happy to announce the addition of several librarians to their staff. Paul Levett, Cynthia Kahn, and Elaine Sullo have recently joined the reference department, bringing with them a wealth of knowledge and experience.

**Maternal and Child Health Library**

The Maternal and Child Health Library has posted on its Web site a new resource, Maternal and Child Health History, which is available at <http://www.mchlibrary.info/history>. This resource brings together documents and reports related to the history of maternal and child health in the United States and health services for children and families that are part of the Maternal and Child Health Library Collection and also links to significant resources at other libraries and federal agencies.

The Maternal and Child Health Library

(<http://www.mchlibrary.info>) is an electronic guide to maternal and child health information, offering a wide variety of resources including the MCH Alert weekly newsletter, knowledge paths, databases, and other materials developed for health professionals, policymakers, and families. The MCH Library is located at the National Center for Education in Maternal and Child Health at Georgetown University.

To receive notification of updates to the history page and to other library resources in the future, you can subscribe to the MCH Alert (see <http://www.mchlibrary.info/alert/default.html>), a weekly electronic newsletter that provides timely reference to research, policy developments, recently released publications, new programs, and initiatives affecting the maternal and child health community.

**AAMC**

The library at the Association of American Medical Colleges (AAMC) recently wel-

comed 2 new staff members.

Mikhaila Mikel, the new part-time archives assistant, is helping to create a searchable archives database. Mikhaila has a master's degree in history as well as one in museum studies.

Beth DeFrancis Sun, is their new archives intern who will be helping to process and create a finding aid for a recently-acquired collection of papers. Beth works at the Maternal and Child Health Library at Georgetown University and is pursuing her MLS at the University of Maryland.

**Jeanne Larsen to Represent D.C. on Disaster Task Force**

Jeanne Larsen, Assistant Director for Reference and Research at Dahlgren Library, Georgetown University Medical Center, has been appointed to the National Network of Libraries of Medicine Southeastern/Atlantic Region Disaster Planning Task Force. The task force has been charged to study the need for a regional

*District of Columbia*

*RoseMarie Leone Winiewicz  
State Reporter  
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disaster plan or procedures for Network members to use in the event of a disaster. Each state in the region has one representative on the task force. For information about the task force, visit <http://nnlm.gov/sea/services/disaster.html>.

## NEWS FROM THE STATES

**Personnel Changes**

Michael Schott has left WVU and is no longer the Library Director for WVU Health Sciences Library, Charleston Division. The new interim director is Patricia Dawson, MSLS, MPA. A search is underway for a new director of a larger unit

to include academic computing, software training, technology assistance, Webcasting, etc.

**Authors**

Susan Arnold, Virginia Bender, and Sally Brown of the WVU Health Sciences Center Library in Morgantown have published

an article in the *Journal of Electronic Resources in Medical Libraries* titled, "A Review and Comparison of Psychology-Related Electronic Resources". The article appears on page 61 of the journal's volume 3, number 3, 2006 issue.

*West Virginia*

Virginia Bender  
State Reporter  
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**MAC Librarian of the Year**

Paula Raimondo, Head of Liaison and Outreach Services at the Health Sciences and Human Services Library, has received the MAC Librarian of the Year award for 2006.

member of MAC to acknowledge his or her outstanding contributions in health sciences librarianship. Criteria used to determine the recipient of the award include scholarship and research, leadership, mentoring, and service to the profession.

Chapter Council and is a Distinguished Member of the Academy of Health Information Professionals of the MLA. Ms. Raimondo has been on numerous national and regional program committees and is often recognized for her mentorship and generous support of new librarians in the field of health sciences librarianship.

Every year, the MAC Honors and Awards Committee chooses a

Raimondo, a long-time member of MAC, is Chair-elect of MLA's

*Maryland*

Alexa Mayo  
State Reporter  
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## NEWS FROM THE STATES

**North Carolina Joint Meeting**

The Association of North Carolina Health and Sciences Libraries (ANCHASL) sponsored a reception at the joint meeting of Southern Chapter and Mid-Atlantic Chapter of MLA. Anita Young, Chair of the ANCHASL Membership Committee planned the reception which was held on October 14, 2006. 30 North Carolina Health and Sciences Librarians attended the meeting.

Two games were played: Things That Go Together and On A Roll. Fifteen door prizes were handed out and 30 WakeMed handbags were given out to all attendees. Special recognition

goes to Karen Martinez who kept the reception lively and entertaining!

**Copyright Guide Online**

The Duke University Medical Center Library created a new online guide to copyright. Located at <http://www.mclibrary.duke.edu/pubsupport/copyright>, the guide offers background information on copyright law, an explanation of fair use, and frequently asked questions and best practices for using electronic and print materials for educational purposes. While a limited amount of information is specifically geared toward Duke users, the guide contains general infor-

mation about copyright that could be applicable to all medical libraries.

**Duke now a Magnet Hospital**

DURHAM, N.C. – Duke University Hospital has been named a Magnet Hospital by the American Nurses Association (ANA). Only 3.7 percent of the nation's hospitals have earned the designation, which is intended to recognize hospitals that provide the highest level of nursing care

Read the full report <http://www.dukemednews.org/news/article.php?id=9884>



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

North Carolina

## N L M / A A H S L L E A D E R S H I P F E L L O W S P R O G R A M

Congratulations to Lisa Boyd, who is among the fellows selected for the NLM/AAHSL Leadership Fellows Program.

### Participants in Leadership Fellows Program Announced

The fellows and mentors selected for the 2006-2007 class of the leadership program jointly sponsored by the National Library of Medicine (NLM) and the Association of Academic Health Sciences Libraries (AAHSL) have been announced.

The NLM/AAHSL Leadership Fellows Program is focused on preparing emerging leaders for director positions in academic health center libraries. Selection as fellow is recognition of a substantial record of accomplishment and demonstrable potential. The program provides a combination of in-person and virtual learning opportunities for fellows and offers the opportunity to work collaboratively with the class of participants. Fellows are paired with mentors who are academic health center library directors and will visit the libraries of their mentors.

Information about the program is available at [http://aahsl.org/new/display\\_page.cfm?file\\_id=65](http://aahsl.org/new/display_page.cfm?file_id=65).

### 2006-2007 NLM/AAHSL Leadership Fellows Program

#### Lisa M. Boyd

Consumer Health Librarian

National Network of Libraries of Medicine (NN/LM)

National Network Office, National Library of Medicine

**Mentor: Susan Kroll**

Associate Vice President for Health Sciences

Adjunct Assistant Professor, Department of Biomedical Informatics

Interim Director, Center for Knowledge Management

Director, John A. Prior Health Sciences Library, Ohio State University

#### Javier Crespo

Associate Director

NN/LM—New England Region

Lamar Soutter Library, University of Massachusetts Medical School

#### **Mentor: Linda Watson**

Director of Health Sciences Libraries

Adjunct Faculty, School of Nursing

University of Minnesota—Twin Cities

#### Nadine Dexter

Associate Director of Public Services

Maguire Medical Library

Florida State University, College of Medicine

#### **Mentor: Holly Shipp Buchanan**

Associate Vice President for Knowledge Management and Information Technology

Director, Health Sciences Library and

*(Continued on page 9)*

**NLM / AAHSL LEADERSHIP FELLOWS  
PROGRAM, CONT.**

*(Continued from page 8)*

Informatics Center

Professor, School of Medicine

University of New Mexico

**Christopher J. Shaffer**

Assistant Director for Public Services

Hardin Library for the Health Sciences

University of Iowa

**Anne K. Seymour**

Interim Director

Health Sciences Library

University of Pennsylvania

**Mentor: Paul Schoening**

Associate Dean for Academic Information Management

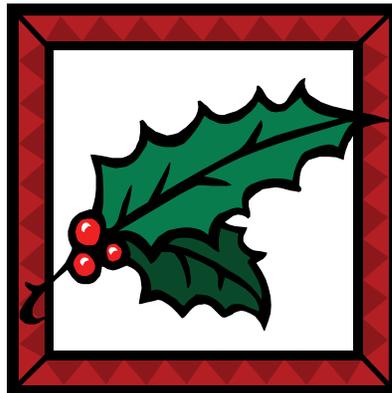
Director, Becker Medical Library

Washington University School of Medicine

**Mentor: Elizabeth K. Eaton**

Executive Director

Houston Academy of Medicine—  
Texas Medical Center Library





REPORT ON HOSPITAL LIBRARY  
SYMPOSIUM  
SC&MAC JOINT CONFERENCE  
ATLANTA, GEORGIA  
OCTOBER 14, 2006

“Metrics that Matter” was the title of the presentation offered by Mary Fran Prottzman and Karen Roth at the Hospital Library Symposium at the SC/MAC Annual Meeting in Atlanta. Mary Fran is from the Library Program Office of the Department of Veterans Affairs, Washington, D.C., and Karen is the manager of the Medical Libraries at Morton Plant Mease Health Care, Clearwater, Florida.

A “metric” can be defined as an indicator that is measured to assess its impact on the environment. A metric can be anything from gate counts to a patient’s length of stay, and can be used to assess impact (or outcome) on the environment. Mary Fran referred to several individuals who used metrics to demonstrate the value of a library. Her first example was Raymond Santiago, Director of the Miami-Dade Public Library System, who increased the budget from \$29 million to nearly \$60 million in ten years on the job. His focus was on how the library can impact its constituents; in this case, finding better jobs. Another example she used illustrated the need for hospital librarians to determine what keeps hospital administrators up at night (length of stay, time costs) and then see how the library can help. Mary Fran also referred to a number of resources that will help hospital librarians under-

stand and use metrics. These resources include VALNET, MLA Hospital Library web site, NNLM web site, and MLA’s Vital Paths. She concluded her presentation by reminding her audience that the “most important metric is you.” She also recommended that hospital librarians bring others into the process, be persistent, join MLA’s Hospital Section, and vote for hospital librarians in section offices.

Karen Roth started off her presentation by reminding the audience that hospital libraries are a cost center, they do not bring in profit. She stressed the need to know the politics of your institution, and urged the audience to “do what they need to be done.” Karen also referred to a number of great resources. These resources included workload measurement, Google, and medical literature searching.

Overall, the symposium was quite impressive. The speakers presented very compelling arguments for the value of assessment in hospital libraries and seemed to create a groundswell of interest in the topic.

**Dan Wilson**  
**MAC Benchmark Editor**  
[btoddsmith32@hotmail.com](mailto:btoddsmith32@hotmail.com)

## S L A T E   O F   O F F I C E R S

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A H I P   P O I N T S   F O R  
N E W S L E T T E R  
B Y L I N E !

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](http://www.mlanet.org/academy/points2.html#authoring).

-Editor

*MacMessages* is now quarterly!

Please make a note on your calen-  
 dar to send those newsworthy items  
 in an email format to your state  
 reporter when you think about it.  
 Your reporter will consolidate  
 those random emails into a very  
 newsy article for the *News From  
 The States* column.

Thanks again,  
 -Editor