Greetings! 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 a 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,

(Continued on page 2)

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, or me. Thanks!

Adam Glazer
Mac Web Site Editor
adam.glazer@fda.hhs.gov
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.

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.

Beverly Murphy
(photograph by Dan Wilson)

Traci and Edna Turnblad invite you to MAC’s 2007 annual meeting in Baltimore, Maryland.
(photograph 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

Deadline!

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

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)
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 conference 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.

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.

(Continued from page 3)

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

Amy Blevins
2006 MAC Scholar
blevansa@ecu.edu
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 welcomed 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 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.

RoseMarie Leone Winiewicz
State Reporter
rleone@provhosp.org
**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.

**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. Raimondo, a long-time member of MAC, is Chair-elect of MLA’s 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.
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 information 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.


Hattie Vines
State Reporter
vines001@mc.duke.edu

North Carolina
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.


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

<table>
<thead>
<tr>
<th>Lisa M. Boyd</th>
<th>Associate Vice President for Health Sciences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Health Librarian</td>
<td>Adjunct Assistant Professor, Department of Biomedical Informatics</td>
</tr>
<tr>
<td>National Network of Libraries of Medicine (NN/LM)</td>
<td>Interim Director, Center for Knowledge Management</td>
</tr>
<tr>
<td>National Network Office, National Library of Medicine</td>
<td>Director, John A. Prior Health Sciences Library, Ohio State University</td>
</tr>
</tbody>
</table>

**Mentor:** Susan Kroll

<table>
<thead>
<tr>
<th>Javier Crespo</th>
<th>Mentor: Linda Watson</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate Director</td>
<td>Director of Health Sciences Libraries</td>
</tr>
<tr>
<td>NN/LM—New England Region</td>
<td>Adjunct Faculty, School of Nursing</td>
</tr>
<tr>
<td>Lamar Soutter Library, University of Massachusetts Medical School</td>
<td>University of Minnesota—Twin Cities</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Nadine Dexter</th>
<th>Mentor: Holly Shipp Buchanan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate Director of Public Services</td>
<td>Associate Vice President for Knowledge Management and Information Technology</td>
</tr>
<tr>
<td>Maguire Medical Library</td>
<td>Director, Health Sciences Library and</td>
</tr>
<tr>
<td>Florida State University, College of Medicine</td>
<td>(Continued on page 9)</td>
</tr>
</tbody>
</table>
Informatics Center
Professor, School of Medicine
University of New Mexico

Anne K. Seymour
Interim Director
Health Sciences Library
University of Pennsylvania

Mentor: Elizabeth K. Eaton
Executive Director
Houston Academy of Medicine—Texas Medical Center Library

Christopher J. Shaffer
Assistant Director for Public Services
Hardin Library for the Health Sciences
University of Iowa

Mentor: Paul Schoening
Associate Dean for Academic Information Management
Director, Becker Medical Library
Washington University School of Medicine
“Metrics that Matter” was the title of the presentation offered by Mary Fran Prottsman 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 understand 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
btoddsmithx2@hotmail.com
Slate of Officers

Officers
Chair   Melanie Norton — melanie_norton@unc.edu
Chair-Elect   Andrea Horne — ash68@virginia.edu
Immediate past Chair   Patricia Hammond — pahammond@vcu.edu
Secretary   Deniz Ender — Deniz.Ender@rexhealth.com
Treasurer   Claire Meissner — claire.meissner@centrahealth.com
Archivist   Diane McKenzie — diane_mckenzie@unc.edu
Chapter Benchmarking Educator   Dan Wilson — dtw2t@virginia.edu

Chapter Council
Representative Julia Shaw-Kokot — jsk@med.unc.edu
Alternate Jonathan Lord — jml4s@virginia.edu
MAC Nominee to the MLA Nominating Committee
Jill Mayer — jbmayer@email.unc.edu

Committee Chairs
Communications    Megan von Isenburg — vonis001@mc.duke.edu
Membership & Recruitment Shannon Jones — sdjones@vcu.edu
Honors & Awards     Bart Ragon — br5n@virginia.edu
Nominating      Pat Hammond — pahammond@potomachospital.com
Professional Dev.    Rick Peterson — peter073@mc.duke.edu
Strategic Planning   Andrea Horne — ash68@virginia.edu
2007 Annual Meeting   Dale Prince — dprince@hshsl.umaryland.edu
Terri Ottosen — tottosen@hshsl.umaryland.edu
2008 Annual Meeting   Susan Arnold — susan.arnold@wvu.edu

State Reporters:
District of Columbia — RoseMarie Leone Winiewicz— rleone@provhosp.org
Maryland  Alexa Mayo— alexa@hshsl.umaryland.edu
North Carolina Hattie Vines— vines001@mc.duke.edu
Virginia  Patricia Greenberg — psv6n@virginia.edu
West Virginia  Virginia Bender — vbender@wvu.edu

MAC Messages is published QUARTERLY by the Mid-Atlantic Chapter/
Medical Library Association.
Website Editor   Adam Glazer — adam.glazer@fda.hhs.gov
Editor   Janice Mason — macmessages@gmail.com

AHIP Points for Newsletter Byline!

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

Linda Collins relates that a “bylined contribution in a newsletter” is worth one point.
“Newsletter articles written as part of committee responsibilities are not awarded points.”

For further details refer to the Academy Point Index under “bylined contribution to a newsletter” at:
www.mlanet.org/academy/points2.html#authoring.

-Editor

MacMessages is now quarterly!

Please make a note on your calendar 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