

Mac Messages

JANUARY/FEB/MARCH 2007

NUMBER 117

WWW.CBIL.VCU.EDU/MAC/

MAC Mid-Atlantic Chapter of the Medical Library Association



MESSAGE FROM THE CHAIR

MAC

members are certainly very busy people. To see just how busy we have been, read our goals for 2006/2007 and see how much we already accomplished: www.cbil.vcu.edu/mac/goals/goals0607.pdf

Indeed, this year will be another year of new and exciting developments for our Chapter

and its members. **Paula Raimondo** is now on the MLA Board as Chapter Council liaison and will no longer attend our MAC Board meetings. We will miss Paula's positive outlook and upbeat personality. We are very proud of her! **Julia Shaw-Kokot** will take Paula's place as MLA Chapter Council Representative and **Jonathan Lord** will serve as the MLA Chapter Council Representative Alternate. We're proud of Julia and Jonathan too!

Four MAC members have been elected to the MLA Nominating Committee: **Patricia Hammond, Teresa Knott, Beverly Murphy** and **Jean Siebert**. Way to go guys!

MAC Benchmarking Educator, **Dan Wilson** and his team, **Marian Taliaferro, Mary Fran Prottzman, and Susan Nash Simpson**, have created a blog for MAC members to share ideas and post comments. Check it out at: mac-showcase.wordpress.com

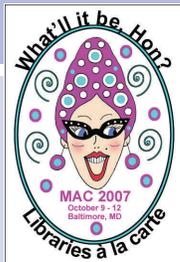
Based on feedback we have established a special Research Committee. **Diana McDuffee** is heading the committee whose members include: **Cotina Jones, Rex Robison, Susan Simpson** and **Jeff Sumpter**. Among other things, this committee is looking into establishing awards for research posters and papers presented at our annual meeting.

Under the able leadership of **Andrea Horne**, Chair Elect and Chair of the Strategic Planning

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MAC 2007

There have been some changes since the MAC 2007 meeting in Baltimore was announced in *MAC Messages* number 113. The meeting will still be held in Bawlmer, Murlin, but the hotel has changed and so have the dates. The hotel is now the [Marriott Inner Harbor](#)

(across from Camden Yards, where the Os play) and the dates are Toos-dee, October 9 - Fridee, October 12, 2007. We have some exciting things planned and hope to see you there, Hon!

[See Bawlmerese Glossary Pg. 2]

Dale Prince, AHIP
Chair, 2007 Annual Meeting
dprince@hshsl.umaryland.edu

MESSAGE FROM THE CHAIR, CONT.

(Continued from page 1)

Committee, our Policy and Procedural manual will be updated this year to reflect our newly approved bylaws.

Diane McKenzie will be retiring from the Health Sciences Library at the University of North Carolina at Chapel Hill September, 2007. Diane has been a real treasure to us in MAC and has served as MAC archivist for many years. We will miss her energy and enthusiasm very much. **Susan Yowell** from the University of Virginia at Charlottesville has agreed to take on the responsibility of Archivist and **Lynne Turman**, from the University of Virginia at Richmond will be the assistant archivist. I know



Diane McKenzie

Susan and Lynne will do a great job.

Our 2007's annual meeting will be held in Baltimore, Maryland. **Dale Prince** and **Terri Ottosen** are co-chairs for this event.

With these two heading up the program you know it's going to be a blast! So, Hon dust off those pearls and reserve October 9-12, 2007, for our 2007 MAC meeting!

Please take time to send member accomplishments to your state reporters to be included in MAC Messages. The list of state reporters may be found on the last page of MAC Messages. While you're at it, remember to send nominations for the MAC Awards to the

Awards Committee. Applications for the, One-Person Library Recognition Award, Marguerite Abel Service Recognition Award, and the MAC Librarian of the Year Award may be found at: www.cbil.vcu.edu/mac/awards.html

Remember to pay your dues, www.cbil.vcu.edu/mac/awards.html and prepare yourself for another year of exiting activities.

As you can see, MAC is a very active organization thanks to members like you!

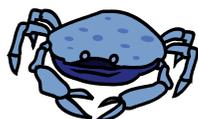
Melanie Norton
2006/2007 MAC Chair
mnorton@email.unc.edu

Deadline!

Send April/May/June articles to be published June 1 send your articles to

[\(macmessages@gmail.com\)](mailto:macmessages@gmail.com)

until May 15, 2007.



Bawlmerese Glossary:

Bawlmer: A city in Murlan

Fridee: a day of the week

Hon: a name for anyone

Murca: A country on the continent of North Murca

Murlan: A state in Murca

Os: A baseball team in Bawlmer as in
"Hae bout dem Os?"

Toosdee: a day of the week



TRANSFORMATIONS A-Z
MAY 19-24, 2006
PHOENIX, AZ
MEDICAL LIBRARY ASSOCIATION
www.mlalnet.org

MLA 2006

“HEALTH INFORMATION LITERACY: REVOLUTION IN ROLES”

Medical librarians often serve two roles. One role is as a member of a healthcare team providing quality

patient information, and the other is working with patients and their families to understand the information provided. There is often a disconnect between the two groups.

Often? According to the recently reported National Assessment of Adult Literacy (NAAL) data only 33% of people with graduate degrees and 4% of high school graduates were health literate in 2003. To see the full report, go to nces.ed.gov/naal/. What does this mean for members of the healthcare teams? What does this mean for the patient population?

MLA 2007 in Philadelphia offers a look at the role of the medical librarian in improving health information literacy, providing resources created for people who need help with health information, developing new roles and partnerships to meet these literacy needs, and helping to assure that patient education resources are culturally and linguistically appropriate. The **Health Information Literacy: rEvolution in Roles** session will be held on Wednesday, May 23rd from 10:30 am to 1 pm.

Janet Ohene-Frempong, the session's keynote speaker and a founding member of the Partnership for Clear Health Communication, and a panel of librarians, moderated by **Amy Frey** from the Hospital for Special Care in New Britain, CT, will talk about their experiences in the field. Panel members are **Micki McIntyre**, developer of the HealthyNJ Website www.healthynj.org and partners with Newark

Public Library and La Sala Hispanoamericana; **Andrea Kenyon**, who works with the Philly

Health Info project www.phillyhealthinfo.org; **Dr. Lynda Baker**, PhD, a faculty member at Wayne State University specializing in health information; and **Marge Kars**, manager of the Bronson Health Sciences Library, HealthAnswers www.bronsonhealth.com, and the Bronson Referral and Information Center at Bronson Methodist Hospital in Kalamazoo, MI.

Come to the session early, or stay a little longer, and see a group of **posters** highlighting exciting and innovative health information literacy projects from around the country. Also, before and during the sessions, short video **vignettes** will present even more ideas. After the session, join MAC's own **Beth Wescott** will be offering CE 3127 [Easy to Read Health and Wellness Material for Consumers: Recognizing It, Finding It, Writing It, and Rewriting It](#). Sign up early!

MLA is also inviting public librarians to join us. There's more, but you will have to join us in Philadelphia to find out everything!

Julia Shaw-Kokot

Co-chair, "Health Information Literacy: rEvolution in Roles"
Planning Committee
jsk@med.unc.edu



TRANSFORMATIONS A-Z
MAY 19-24, 2006
PHOENIX, AZ
MEDICAL LIBRARY ASSOCIATION
www.mlanet.org

MLA 2006

MAC POSTERS AND PAPERS MENTOR PROGRAM

One of the greatest benefits of attending the annual MAC meetings is the opportunity to network with col-

leagues. By sharing your experiences, accomplishments, and ideas through participation in poster or contributed paper sessions, the likelihood of connecting with others that have common interests is greatly increased.

To ensure all our members have the opportunity to make the most out of the annual meetings, a mentoring program has been established to provide support for MAC members with little or no experience in preparing posters or presenting papers. If you would like to take advantage of this program, an experienced mentor will be assigned to you to assist with the following:

- Preparing and submitting the paper or poster abstract
- Providing advice on poster content, design, graphics, and printing
- Helping with paper content, organization, and presentation

To help you get started now with posters, the 1/9/07 NN/LM SE/A presentation on using PowerPoint to make posters and sample PowerPoint posters is available at nmlm.gov/sea/services/webconf/Jan2007/jan092007.html

If you are interested in being assigned a mentor, or if you are experienced with poster or paper presentations and would like to serve as a mentor, please contact me.

Rick Peterson

Chair, 2006/2007 MAC/MLA Professional Development Committee

rick.peterson@duke.edu

HONORS AND AWARDS COMMITTEE RECIPIENTS

At the 2006 Annual meeting MAC members celebrated the contributions to the profession made by three of its members. This past year the Honors and Awards Committee had several nominations and it was a tough decision choosing only one winner per category. All of the letters written were heartfelt and inspiring.

PAULA RAIMONDO



This year's MAC Librarian of the Year was Paula Raimondo. Paula is Head of the Liaison and Outreach Services Department

at the Health Sciences & Human Services Library at the University of Maryland. She is a Distinguished Member of the Academy of Health Information Professionals (AHIP) and also serves as an AHIP mentor.

Paula is modest about her own accomplishments. One nominator said that, "Paula doesn't toot her own horn, and is likely to sit back and enjoy the success of others. Sometimes she has been instrumental in those successes. She is a gracious friend of many and is always there to lend a

hand, offer a hug, or share an ear."

Like many of us, Paula wears many hats. In the past year she has served as a member of the MAC Executive Board, presented the paper: *Working with the University of Maryland's Institutional Board: the Library's Role in Campus Research*, been very active in MLA, served as an Adjunct Faculty member for the Library and Information Science program at the University of Maryland, and worked in a newly created position as Head of Liaison and Outreach Services. She has done all of this while working on her second Masters in Distance Education.

Paula is respected as a professional and a friend. Another nominator described her by saying, "One of the aspects that I admire most about Paula is that she tackles each of her roles with the humility of being just one of the team members that is there to get the job done. Her dedication to the professional has shown throughout the years in all aspects of health sciences librarianship."

ADAM GLAZER

What's the first place you go to when looking up information on the MAC conference? What if you need to know the Chair of the PDC? It's simple, the MAC Website! Since the inception of

the MAC Website there has only been one Webmaster, Adam Glazer. He also assists in the publication of *MAC Messages*. Adam was recognized this year, for this great service provided to MAC members, as winner of the Marguerite Abel Service Recognition Award.

Anyone who has ever needed to update a page on the site knows that

Adam is courteous and fast. This past year Adam was a key leader in the redesign of the MAC Website. A nominator describing his work stated, "Adam has served as the designer,



bringing together survey results from a 2004 survey of MAC members, usability considerations, and a good eye for layout. While that would be enough for one ordinary Website Editor, Adam has also worked as the developer and coder, requiring him to transition all those old pages – and to dig through countless little brackets and codes – over to the new site and new Web standards. The result is an exciting new space that should facilitate both communication and com-

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munity-building for all of MAC's members." Adam works at the Food and Drug Administration's Center for Drug Evaluation and Research.

DENIZ ENDER

This year's recipient of the MAC One Person award is Deniz Ender. Deniz works at



the Rex Healthcare Library in Raleigh, North Carolina. She has served as Chair of the Continuing Education committee as well as Treasurer for the

Association of North Carolina Health and Sciences Libraries (ANCHASL). Even though Deniz works with only one half-time employee, she still finds time to publish articles such as "NN/LM SE/A Professional Development Award: Library Marketing"

and "Transition from Paper to Electronic Document Delivery: Experience in One Small Hospital Library". She has served MAC as Secretary, a member of the local arrangements committee, and presented papers at annual meetings. A nominee described her by saying, "Deniz manages the Library with only a 17-hour intern for part of the year. She provides a full range of library services to the staff at a comprehensive health system which includes a 433-bed acute care hospital. Deniz is a good example of an energetic one-person librarian that does an excellent job of serving her clientele and strives to stay up-to-date through her professional involvement."

WHAT CAN YOU DO?

Do you know someone who is an inspiring MAC member like the awardees mentioned above? Recognizing our colleagues is one of the highest honors we can bestow on our peers. Nominations can be

given at any time! If you know a MAC member who has shown leadership or initiative in the field you can nominate them for one of these professional awards:

MAC LIBRARIAN OF THE YEAR AWARD

ONE-PERSON LIBRARY RECOGNITION AWARD

MARGUERITE ABEL SERVICE RECOGNITION AWARD

Criteria for the awards can be accessed at

www.cbil.vcu.edu/mac/awards.html. It is simple to nominate a person for an award. Submit your nomination by completing the online form at www.cbil.vcu.edu/mac/forms/nominate.html

Bart Ragon

Chair, Honor and Awards Committee
bart@virginia.edu



Enhance your career for the New Year!

JOIN THE **ACADEMY OF HEALTH INFORMATION PROFESSIONALS**

AHIP offers YOU:

- Career Planning
- Personal Achievement
- Professional Recognition

For further information, contact Lisa C. Fried, credentialing, professional recognition and career coordinator at 312.419.9094 x28 or mlapd2@mlahq.org

Visit www.mlanet.org/academy/ to learn more about the Academy and download applications.

Individuals interested in applying for AHIP membership may also contact one of the MAC mentors or request a conference with a mentor at the annual MAC meeting.

NEWS FROM THE STATES

Personnel Changes

NEW LIBRARY DIRECTOR FOR DAHLGREN LIBRARY, GEORGETOWN UNIVERSITY MEDICAL CENTER

Georgetown University Medical Center has announced the appointment of **Jett McCann** as Director of its Dahlgren Memorial Library and Associate Dean for Knowledge Management at GUMC.

McCann was recognized last year as a National Library of Medicine/ Association of Academic Health Sciences Libraries Fellow, an honor reserved for future health sciences library leaders. He joins GUMC from the Medical University of South Carolina (MUSC) in Charleston, where he was assistant director of Resources Management Services and an associate professor.

At MUSC, McCann had overall management of all components of the library's collections, including the electronic resources, public use of the collection, and extensive document

delivery and interlibrary loan program. He worked in the corporate community, for EBSCO Information Services at their international headquarters in Birmingham, Alabama. He was also an associate professor and librarian at the Medical College of Georgia, in Augusta. He serves as a Captain in the Naval Reserve Intelligence Command and has served in the United States Navy since 1968, serving actively from 1968 to 1972 and currently in the U.S. Navy Reserve. He received his M.S. in Library and Information Science from the University of North Carolina, Chapel Hill, and his B.A. from Elon College in North Carolina.

NEW TASKS

As the Director of Dahlgren Medical Library and Associate Dean for Knowledge Management at GUMC, McCann will manage, supervise and provide strategic direction for Dahlgren Memorial Library and Faculty and Curriculum Support Services. Responsibilities include planning and

directing library, technology, and curriculum support activities; coordinating programs with other departments and centers; managing the institutional budget and other accounts; recruiting and hiring staff; and management of grants and contracts. Other responsibilities include integrating library training programs into the medical school curricula and clinical environment as well as the introduction of new services and programs, and participating in the design and direction of the informatics curriculum as well as the development, implementation, and coordination of a faculty development program in technology and pedagogy.

BLUMENTHAL GOES TO MICHIGAN

McCann replaces **Jane Blumenthal**, who left GUMC earlier this year to become Director of Health Sciences Libraries at the University of Michigan. Recognized as a leader in academic health science libraries, Blumenthal recently served on the



District of Columbia

RoseMarie Leone Winiewicz
State Reporter
rleone@provhosp.org

board of directors of the Association of Academic Health Sciences Libraries and as a chair of the Leadership and Management Section of the Medical Library Association. She served as one of Georgetown's institutional representatives to the Group on Information Resources of the Association of American Medical Colleges and as a member of the Regional Advisory Committee for the Southeastern/Atlantic Region of the National Network of Libraries of Medicine.

Georgetown welcomes McCann to campus officially on March 1, 2007.

OTHER NEW STAFF MEMBERS AT DAHLGREN LIBRARY:

Erika Hodge Harris is

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NEWS FROM THE STATES

(Continued from page 7)
the Assistant Director of Client Services at the Dahlgren Medical Library. She will be directing the services provided at the main information desk and will be managing operations for facilities and technology access.

Prior to joining the Dahlgren Library staff, Erika was the Deputy IT Officer for the District of Columbia Public Library. She holds a Master's degree in Information and Library Information Studies from the University of Michigan and has also earned a public manager professional certificate from the George Washington University Center for Excellence in Municipal Management. Erika has worked in libraries since 1990.

Laurie Davidson

Laurie Davidson is the Assistant Director for Education Services at the Dahlgren Medical Library. Laurie's former positions include: Clinical Librarian, Welch Medical Library at Johns Hopkins Uni-

versity and the Mayo Medical School Librarian at the Mayo Clinic Libraries. She received her MLIS from the University of Pittsburgh where she also worked as a Library Specialist at the Falk Library of the Health Sciences. Prior to librarianship, Laurie received a M.Ed. in rehabilitation counseling and worked in the behavioral health field.

2007 DCAHSL OFFICERS

The District of Columbia Area Health Sciences Libraries (DCAHSL) elected the following officers for the coming year: President: **Jeanne Larsen**, Georgetown Univ. Medical Center; Secretary: **Jean E. Riedlinger**, ACOG Resource Center; Treasurer: **Debra Scarborough**, ACOG Resource Center. **Velora Jernigan-Pedrick**, St. Elizabeths Hospital and **Rose-Marie Winiewicz**, Providence Hospital will share the duties of the Program Chair.

NEW WEBMASTER FOR DCAHSL LISTSERV

The DCAHSL listserv administrator and Webmaster, **Tracie Frederick** has taken a new job at the NCI Scientific Library in Frederick. **Kari Schmidt** of the Georgetown Univ. Dahlgren Library will take over these duties.

NEWS FROM HIMMELFARB HEALTH SCIENCES LIBRARY, GEORGE WASHINGTON UNIVERSITY

Maria Alexandra Gomez, MLS, MT, associate director, Technology and Curriculum, Himmelfarb Health Sciences Library, was awarded the 2006/07 Association for Academic Health Sciences Libraries Leadership Scholarship to support training for administrative library leadership. GW has helped Gomez design an individual learning program that includes exposure to the different challenges of private and public institutions, institutional IT management and institutional support for a regional medical library. Gomez will visit academic health sciences libraries around the country,



District of Columbia

RoseMarie Leone Winiewicz
State Reporter
rleone@provhosp.org

including University of Texas Southwestern Medical Center at Dallas, New York University and Mount Sinai School of Medicine.

NEWS FROM THE STATES

INSTRUCTIONAL
DESIGN
PRINCIPLES
CLASS

SWVAHILI
(SouthWestern Virginia Health Information Librarians) met on December 6 at the Claude Moore Health Sciences Library at the University of Virginia in Charlottesville to attend a class on using instructional design principles. Two of the Library's staff members with educa-

tional technology backgrounds taught the class.

Kelly Near from UVA hosted the session. Instructional design principles were discussed and participants were also given individualized time to discuss their instructional projects.

On March 14 the SWVAHILI group will meet at the **Edward Via** Virginia College of

Osteopathic Medicine (VCOM) in Blacksburg Virginia. **Sheila Snow-Croft** from the NN/LM will be giving a class on patient safety. **Elaine Powers** from VCOM will host the session.



Virginia

Patricia Greenberg
State Reporter
psv6n@virginia.edu

PERSONNEL
CHANGES

WVU Charleston Division has appointed **Patricia Dawson** as Interim Library Director of the Health Sciences Library. Sometime during the following year, the Dean of the Charleston Division plans on forming a search committee for a Librarian to re-

place Patricia when she retires in 2008.

ONLINE
PROGRAM OPEN
TO ALL

The Charleston Division of WVU has purchased a site license for viewing an online program from Academic Impressions out of Boulder, Colorado. The class is scheduled to air on

March 29, 2007, 1:00 pm - 2:30 pm, room 2014. The title is "Overview of Design for Mobile Learning Technologies." If you'd like to attend, call Patricia at 304-347-1286.



West Virginia

Virginia Bender
State Reporter
vbender@wvu.edu

THE MLA'S LEADERSHIP AND MANAGEMENT SECTION:
HELPING TO CREATE NEW AND BETTER LEADERS

"Leaders are born, not made." We've all heard this hackneyed expression at some point or other. Is there some inborn, indefinable quality that sets leaders apart from the common run of humanity?

It is safe to assume that the many members of the Leadership and Management Section (LMS) do not think so. Or, rather, they believe that there is such a quality but it is neither inborn nor indefinable. This quality is called application, or assiduity, or preparation. Its distinguishing characteristics are hard work, lifelong learning, and good mentoring.

This view of leadership is, on some level, discouraging. It suggests that we must exert ourselves, that we put forth an effort. We can't just lead effortlessly and naturally, as we might have liked to imagine previously.

If leadership is something that has to be worked at then at least there is the LMS to make this task a little less burdensome. The LMS exists in order to provide opportunities for its members to learn the skills they will need to become, or remain, effective leaders and managers. Membership in the section is open to all MLA members. If you do not work as a manager or administrator, but think that your career will take you in this direction, then you are certainly encouraged to join the LMS.

Doing so is sure to be of benefit. The LMS allows its members to network with colleagues interested in leadership and management by promoting research and professional development activities. It accomplishes this goal through programs and sym-

posia held at MLA annual meetings, through *The Leading Edge* – its excellent newsletter, through its listserv, and through social events and business meetings.

More information about the LMS is available on its Web page at: www.lms.mlanet.org/

An application form is available at: www.lms.mlanet.org/join_us_form.html

Brian Bunnett
Chair, Leadership and Management
Membership Committee
brian.bunnett@utsouthwestern.edu



International Federation of Library Associations and Institutions

The International Federation of Library Associations and Institutes (IFLA) held its annual meeting August 20-24, 2006 in Seoul, South Korea. The conference theme was "Libraries: Dynamic Engines for the Knowledge Society". IFLA is composed of 45 sections representing various types of libraries. MLA has representatives in two sections, Health and Biosciences Libraries and Science and Technology Libraries. Carole Gall is the current MLA member for Health and Biosciences and MAC member, **Jill Mayer** for Science and Technology. Representatives serve a four year term. The 2006 meeting in Seoul was well attended by over 3000 participants from 124 countries.

The Science and Technology Section held their business meeting before and after the IFLA annual conference. Sections provide programming for the conference and section members also spent one day on a study tour.

Highlights from the Science and Technology Section meetings include reviewing strategic plans, preparing an outline for program planning for the 2007 meeting in Durban, South Africa, and for 2008 in Quebec City, and reports from members.

The Science and Technology Section program, "Workings of the Ubiquitous Library – will all library services and content be available to anyone, anywhere and anytime?", was a huge success. The title caught the attention of at least 250 people. Four papers were presented and ranged in content from a description of the ubiquitous library for the blind and physically handicapped to building the ubiquitous library in the 21st century. These papers are available on the IFLA Website www.ifla.org/IV/ifla72/Programme2006.htm#23August; scroll down until you see: #140: 13.45-15.45, Wednesday.

The Science and Technology Section study tour began with lunch and a tour of the Gabsa Buddhist Temple in the Gyeryongsan National Park. We visited a very high-tech area of Korea, Daeduk Science Town, the "Silicon Valley" of Korea. Then we visited the library KAIST (Korea Advanced Institute of Science and Technology), a leading science and engineering university in Asia. Our next stop was KISTI (Korea Institute of Science and Technology Information) where we enjoyed an introduction to the National Digital Science Library (NDSL) and tour of the Supercomputing Center. NDSL supplies full text of 34 million international papers from proceedings and journals, a gateway for 13,000 core e-journals and online photocopy services for documents held by the 260 member libraries nationwide. Our tour guide was Mr. Ho Nam Choi, President of the Scientific and Technological Information Management Association of Korea.

The IFLA opening ceremony included former President of the Republic of Korea, Dr. Kim Dae-jung and the Health and Biosciences Section provided an excellent program that included a paper by MLA President and MAC member, **Jean Shipman**, "Informationist: Wired and Ready". For more information about IFLA, go to <http://www.ifla.org>.

Jill Mayer

Associate Network Director, NC AHEC
Information and Library System
jill_mayer@unc.edu

S L A T E O F O F F I C E R S

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
 Susan Yowell, Archivist SSY2N@hscmail.mcc.virginia.edu
 Lynne Turman, Assistant Archivist luturman@vcu.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 – bart@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

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.

-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