At our Annual Meeting in Morgantown, we’ll have several Chapter accomplishments and opportunities to report. Of interest to all is an exciting proposal: a request from the Pittsburgh Chapter of MLA to merge with MAC. Many of you will remember our joint meetings with Pittsburgh over the years. Pittsburgh Chapter members have discussed and examined various ways to strengthen their chapter and provide more opportunities for their members. As a chapter they have come to the realization that merging with another chapter is their best solution. They would now like to begin a dialogue with MAC to see if this would be agreeable to MAC members.

I am excited to explore this opportunity, which I think would ultimately benefit each Chapter. I hope you will join me during the Business Meeting, where we will provide information about this proposal, and begin the discussion on this important topic. The chance to hear from the MAC membership is a vital component of the meeting, and I look forward to hearing from you.

The Business Meeting is only one of the many events we have planned for the upcoming MAC meeting. The Annual Meeting is such a wonderful blend of social networking (the old fashioned kind – in person!) and professional development. It’s hard to limit myself to only a handful of events,

(Continued on page 2)

MAC 2008 - Update

Annual Meeting!
Morgantown, WV
October 19-22, 2008

Time is Winding Down! The Early Bird Deadline is Fast Approaching!

Online Registration
To register for the 2008 meeting in Morgantown, West Virginia, connect to the conference website at http://www.cbil.vcu.edu/mac/events/2008/registration.html

(Continued on page 3)
Message from the Chair, cont.

(Continued from page 1)

but let me highlight a few to help you get ready for the meeting:

Ready to network, socialize, visit, and laugh with your colleagues?

Make sure to attend the Welcome Reception where food and fun await! And you’ll want to make sure to sign up for a Round Table Luncheon for lively discussions over interesting topics.

Ready to learn?

From posters to panels to presenters, our program is once again filled with opportunities to learn more about myriad topics, from obtaining balance in our lives to Infobuttons.

Ready to grow?

New this year, our Speed Mentoring session will allow you to meet with senior managers who can provide advice on career development topics.

Ready to relax?

Visit the Waterfront Spa and treat yourself to a manicure, facial or massage. Or, why not all three: you’re worth it! And, don’t forget to take a moment to walk the nearby Rail Trail to take in some of the beautiful fall scenery.

Want to learn more? Visit the meeting Website (http://www.cbil.vcu.edu/mac/events/2008/index.html) for information about all meeting events. Can’t wait to see you there!

Andrea Horne
2007/2008 MAC Chair
horne@virginia.edu
If you register by the September 8th deadline, you will save $50!

Other Registration Options
If you miss the deadline, you’ll still be able to register online, but only until October 3rd. If you register at the meeting, you’ll have to pay by cash or check. We won’t be able to process credit cards at the Registration Desk.

Questions? Please contact:
Beverly Murphy (murph005@mc.duke.edu) or
Rick Peterson (peter073@mc.duke.edu)
MAC Registration Co-Chairs

The Greatest Challenge Librarians Face
Feeling challenged? Here’s what a few people have to say about challenges:

"When someone tells me there is only one way to do things, it always lights a fire under my butt. My instant reaction is, "I'm going to prove you wrong!"" – Picabo Street

"Dreams can often become challenging, but challenges are what we live for." – Travis White

"The ultimate measure of a man [librarian] is not where he stands in moments of comfort and convenience, but where he stands in times of challenge and controversy."– Martin Luther King, Jr.

“Challenges are what make life interesting; overcoming them is what makes life meaningful.”– Joshua J. Marine

“Often, the greatest challenge facing an organization is recognizing and acting on opportunity rather than solving a problem.”– Peter Ginter

Want to hear more? Don’t miss the panel discussion being held Wednesday morning, October 22, 9:15 – 10:45 am.

Toni Yancey, Outreach Coordinator for NN/LM SE/A, will moderate a panel presentation and discussion on the challenges four librarians face at the libraries where they work.

Ed Dzierzak from Marshall University School of Medicine (WV) will explore the challenges of his small-ish (by comparison) library that has a dispersed population of users. Jett McCann says the library challenge at Georgetown University (DC) might surprise you. Nancy Martino at the Salisbury (NC) VA finds challenge and solution with partnerships and affiliations. Nancy Stine, representing the Northwest AHEC also in Salisbury (NC), is challenged by “time”.

MLA Leadership Meeting with Library Students
Immediate Past President of MLA, Mark Funk, who will be presenting the MLA Update this year, has offered to meet with library students attending MAC 2008. MLA will sponsor the event, which will be held on Tuesday, October 21 at 4:45 – 5:45 pm. Details to follow!

What Should I Pack for the Meeting?
Here are some recommendations from the Program Committee Chairs!

Bring Your Age-Revealing Picture ID to the Welcome Reception - Since our reception is being held on a university campus, we need to comply with the request that no alcohol is served to minors.

(Continued on page 4)
**MAC 2008 Update, cont.**

*Continued from page 3*

**Bring your laptop** - Complimentary high-speed internet access is available in guest rooms.

**Pack your walking shoes** - Dress for this meeting is casual, so take advantage of the location and enjoy the sights along the Monongahela River’s Rail Trail.

**Book Your Spa Treatment NOW!** - This boutique hotel boasts a full service spa. If you wait until your arrival to make an appointment, it may be too late! Call 304.581.2841 or go to their website at http://www.waterfrontspa.com/

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Check the MAC 2008 Annual Meeting [website](http://www.cbil.vcu.edu/mac/events/2008/index.html) for further information and updates in the weeks ahead!

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**Events**

**MAC Annual Meeting**

**October 20–22, 2008**

**New Members Reception** *

Time: Monday, October 20, 6:00-6:30 pm.
Location: WVU Health Sciences Library/Learning Center

A special welcome to all our new MAC members before the big event at 6:30 pm.

* Transportation to and from both Receptions will be provided. Shuttles will depart from the front entrance of the conference hotel starting at 5:30 pm.

**Welcome Reception** *

Time: Monday, October 20, 6:30-8:00 pm.
Location: WVU Health Sciences Library/Learning Center

Join our hosts at the Learning Center of the Health Sciences Library on WVU’s campus as they extend a warm welcome to MAC members, other MLA chapter members, meeting sponsors, exhibitors, guest speakers and presenters.

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Karen Crowell
Meredith Solomon
Co-Chairs, 2008 Annual Meeting
Mac 2008 Publicity Committee
Awards Luncheon
Time: Tuesday, October 21, 11:45 am-1:15 pm.
Location: Terrace Lobby

Enjoy lunch and the presentation of this year’s MAC One-Person Librarian Award, MAC Librarian of the Year Award, and the Margarite Abel Award. MAC officers and committee members completing their terms of office will also be recognized.

Speed Mentoring **
Time: Tuesday, October 21, 2:30 – 3:15 pm.
Location: TBA

Come to the Professional Development Committee’s first speed mentoring program where registrants will have the opportunity to meet individually with one or more senior managers with hiring experience in health sciences libraries for ten-minute sessions. Topics for these sessions could include job-hunting advice or evaluation of your resume. The number of sessions per person will depend on the number of registrants and available mentors.

** To register, contact Meredith Solomon, msolomon@hshsl.umaryland.edu, and specify if you want to be a mentor or a mentee.

MLA Leadership Meeting with Library Students
Time: Tuesday, October 21, 4:45 – 5:45 pm.
Location: TBA

Immediate Past President of MLA, Mark Funk, who will be presenting the MLA Update this year, has offered to meet with library students attending MAC 2008. MLA will sponsor the event. Details to follow!

Hospital Librarian’s Symposium ***
Time: Tuesday, October 21, 6:30-8:30 pm.
Location: TBA

Join the hospital librarians for a delicious dinner, buffet style, and informative presentations. Dinner includes soup, salad, pastas, a variety of vegetables, chicken and beef. Presentations will be made on the following topics:

- The NN/LM Emergency Preparedness & Response Plan: What it Means to Hospital Librarians in our Region
- Integrating a Librarian into a Multidisciplinary Rounding Team
(Continued from page 5)

- Demonstrating Value: Collecting and Reporting Evidence-Based Statistics in the Hospital Library

The North Carolina AHEC Digital Library: A Digital Library for North Carolina Hospitals, University Preceptors and Rural, Underserved Health Care Providers

*** Tickets must be purchased separately for this event. See Registration for cost and availability.

Round Table Luncheon

Time: Wednesday, October 22, 12:30–2:00 pm.

Location: Ballroom

Join your colleagues over lunch to discuss trends and issues on a variety of topics of interest. Learn what others are doing and share your ideas and experience! Here are some of the topics we plan to offer for discussion:

- AHIP Certification
- Community Outreach Projects for Medical Libraries
- Copyright & Your Library
- Database Expert Searching
- EBM and Healthcare: Teaching & Searching
- Electronic Patient Health Records
- FPIN Program and Training: What's in it for Me?
- Fundraising for Your Library
- Health Literacy
- Hospital Libraries: Innovations in Programs
- Informatics: What is it and How Does it Apply to Me?
- Library Liaison Programs
- Local and Global Health Issues
- Web 2.0 Tools Used in Your Library
- Writing for Publication
The MLA/MAC Research Working Group is in the process of determining the research activities and needs of MAC members to see if it warrants a formal Research Committee within MAC.

As a first step we are collecting citations for a bibliography of MAC members' publications to be posted on the MAC website. We believe that an assessment of current research efforts going on in the chapter will aid all MAC members in determining where research is needed as well as help us discover what types of assistance we could offer as a group.

Please help us in this assessment by sending citations of your publications from peer reviewed sources, in APA formatted style. Also, if you have any suggestions for the Research Working Group, please feel free to share.

Send APA citation submissions of your peer-reviewed research articles, books or book chapters to: Anna Tatro atatro@hshsl.umaryland.edu

Anna Tatro
MAC Research Working Group
atatro@hshsl.umaryland.edu

Calling all pack-rats!

You know who you are! Those out-of-sight, out-of-mind boxes in your basement/attic/office might be concealing some buried treasure, at least as far as MAC is concerned, so I am hoping to find that there are a number of pack-rats (like me) out there who have saved MAC-related documents and memorabilia that will be valuable contributions to the Archives. In case you are not aware of the scope and contents of the MAC Archives, visit their website at http://ead.lib.virginia.edu/vivaead/published/vcu-tm/vircuh00026.xml.frame. The Archives are housed at Virginia Commonwealth University in Richmond, ably organized and maintained by Jodi Koste, Archivist, Tompkins-McCaw Library for the Health Sciences at VCU.

You can see from the Contents List that MAC’s original Archivist, Diane McKenzie, did a wonderful job of gathering many types of documents, and they have been processed and ordered, but there are still gaps that we would love to fill.

If you find anything that fills one of the existing gaps, or additional materials such as photographs or memorabilia that you can contribute to the MAC Archives, please let me know. I will be attending the Annual Meeting in Morgantown from October 20th through the 22nd, and will happily collect anything that you bring and transport it to Richmond. If you are not attending the meeting, I will send you my mailing address or arrange for pick-up of the materials. If you have questions, please contact me (syowell@virginia.edu) or Lynne Turman, our Assistant Archivist (lтурman@vcu.edu).

Also, watch for a display from the Archives near the registration desk/welcome area at the Annual Meeting—treasures from a pack-rat’s paradise!

Hope to see you in West Virginia!
MAC 2008

Contributed Papers
MAC 2008, Morgantown, WV

- **Improved Vistas: Using Link Resolvers to Simplify Finding Full Text**
  David A. Nolfi, Carmel Yurochko, Gumberg Library at Duquesne University

- **Navigating the Peaks and Valleys of the Virtual Classroom**
  Kristine M. Hughes, Alan T. Williams, Virginia L. Stone, Irene M. Lubker, Catharine S. Canevari, Tompkins-McCaw Library for the Health Sciences, VCU Libraries, Virginia Commonwealth University, Richmond, VA

- **Engaging Faculty and Students: Expanding Horizons with New Multimedia Technologies**
  Barbara Rochen Renner, Robert Ladd, Health Sciences Library, University of North Carolina at Chapel Hill, Chapel Hill, NC

- **Do You Know Who is Really Using Your System?**
  Stephan Spitzer, Uniformed Services University of the Health Sciences (USUHS), Bethesda, MD

- **Community Health Education Center (CHEC) at Five**
  Dana Ladd, Monica Leisey, Community Health Education Center, Tompkins-McCaw Library for the Health Sciences, Virginia Commonwealth University, Richmond, VA

- **Keeping Patrons Happy: Data-driven Collection Management**
  Karen Stanley Grigg, Marcos A. Rodriguez, Richard A. Peterson, Patricia L. Thibodeau, Duke University Medical Center Library and Archives, Durham, NC

- **When Constellations Align: The Library Leads a Biomedical Communications Technology Service**
  Dorothy A. Spencer, Susan Nash Simpson, Laupus Library, East Carolina University, Greenville, NC

- **The Ripple Effect: The Benefits of Focused Resource Initiatives**
  Susan Swogger, Barbara Rochen Renner, Health Sciences Library, University of North Carolina at Chapel Hill, Chapel Hill, NC

- **Bridging the Gap and Building Relationships: Successful Outreach to Family Medicine**
  Katherine Rickett, Laupus Library East Carolina University, Greenville, NC

- **Striving for New Peaks in Reference Services: Becoming Strategic Partners in Research Initiatives**
  Barbara Allen Wright, Catharine S. Canevari, Irene M. Lubker, Margaret E. Henderson, Mary Jane Green, Kristine M. Hughes, Alan T. Williams, Shannon D. Jones, Tompkins-McCaw Library for the Health Sciences, Virginia Commonwealth University, Richmond, VA, Jean P. Shipman, Eccles Health Sciences Library, University of Utah, Salt Lake City, UT

- **Extending our Reach: Libraries Teaching Presentation Skills**
  Barbara Rochen Renner, Robert Ladd, University of North Carolina at Chapel Hill, Chapel Hill, NC

- **Places to Go & People to See: Growing and Maintaining a Strong Liaison Program**
  Roger Russell, Susan Nash Simpson, Laupus Library, East Carolina University, Greenville, NC
After the October chapter meeting, you'll notice some significant changes to MAC Messages. The Communications Committee, with approval from the Board, decided to revamp the format of our chapter news. Now you won't have to wait for a quarterly newsletter - you'll get updates on the new MAC Messages blog. Much of the same information will be posted to the blog as was in the .pdf newsletter, like messages from the chair, news from around the states, and calls for conference and meeting posters and papers. With a blog, however, members can post other information like event announcements at their libraries, personnel changes, even video clips.

Why change to a blog now? There are a few reasons. First, the MLA social networking task force member survey reported that blogs were rated by 73% of respondents as "very to somewhat important" for chapters of MLA, with most of that percentage of folks using blogs in their professional lives. (See survey results at the MLA Task Force on Social Networking Software blog http://sns.mlanet.org/blog/2007/09/24/what-mla-members-told-us-about-social-networking/). Second, six other MLA Chapters currently use blogs to communicate information to chapter members. MAC will now be joining those ranks. Lastly, blogs are much more interactive than newsletters. Chapter members can start a dialogue with each other by posting comments. It will be great to see what kind of information we can share with each other in this context.

Please be on the lookout for the blog to go live in the months following the October meeting in West Virginia.

Beth Ketterman
MAC Communications Committee, Chair
kettermane@ecu.edu
PERSONNEL CHANGES

Emma Cryer has joined the Duke Medical Library as Electronic Resources and Serials Manager, effective August 1, 2008. Previously Emma was a librarian at Johns Hopkins University. She is excited to join the Mid-Atlantic medical library community.

New Faces at UNC-CH HSL

Ginny Bunch has joined the Health Sciences Library as Assistant Director of Development and Communications, effective July 1, 2008. Ginny will help the library develop its fundraising programs, prepare print and online communications and publications, and develop and coordinate donor recognition activities and events.

The Health Sciences Library is also pleased to welcome Lara Handler, who joined the staff on August 1, 2008. Lara will serve as the Liaison to the School of Medicine while Linda Collins is on special assignment as the Cancer Information Specialist.

Sharing the Experience

Library leaders at Duke and UNC have participated in mentoring 2007-2008 AAHSL/NLM Leadership Fellows. To maximize the experience for Fellows, each Fellow has had the opportunity, during their week long visits with mentors, to take a day to visit the other participating Library and mentor. In August, the HSL hosted Mary Piorun, a 2007-2008 AAHSL/NLM Leadership Fellow and the Associate Director for Technology Initiatives and Resource Management at Lamar Soutter Library at the University of Massachusetts Medical School. As a Leadership Fellow, Ms. Piorun was paired to work with mentor Pat Thibodeau, Associate Dean for Library Services & Archives at Duke University Medical Center. Carol Jenkins, UNC’s HSL Library Director, has served as mentor to Neville Prendergast, Associate Director of Communications and Outreach at the Becker Medical Library at Washington University School of Medicine in St. Louis. During Mr. Prendergrast’s most recent weeklong visit to UNC’s HSL in May, he also spent time at the Duke University Medical Center Library. The goal of these shared visits has been to broaden opportunities for knowledge exchange among the Fellows and the schools. The competitive Leadership Fellows Program, jointly funded by the Association of Academic Health Sciences Libraries (AAHSL) and the National Library of Medicine, selects five pairs of mentors and fellows who participate in an online learning community and visits to other academic health sciences libraries.

Woodburn Retires After 41 Years

Judy Woodburn, Medical Center Archives

Judy Woodburn, Assistant Director for Journal Services, has retired after 41 years, a period spanning more than half of the Medical Center Library’s existence. After graduating from Duke and earning her Master’s degree in Library Science at the University of North Carolina, Judy
began her professional career at Guilford College. She came to Duke in 1967 and held positions with varying titles over the years, but they always centered around her special interest, journals.

Judy’s tenure covered a range of innovations - from the beginnings of computer automation of print journal management to today’s electronic availability of journal titles, the oldest back to 1665. “When I first arrived, we produced a daily list using key punched cards of those journals for which we had received the latest issue,” she says. “Everyone wanted access to the most recent information, just as today - but now, users can have this access on their own desktops.”

In 1975 the Library moved from the basement of the Davison Building to its present location in the Seeley G. Mudd Building. Judy helped with the plans for the current Library facility and coordinated the move of the collection from five different locations. “What a grand day it was to move to a spacious, sunlit place after all those years in a cramped basement!” she says.

Judy was long-time editor of the North Carolina Union List of Biomedical Serials, which was published in four print editions from 1969-1978 and subsequently on microfiche. When emphasis moved from print to electronic access, hard copies of the list were provided on-demand, which lasted through 1999. She wrote two multi-year NIH grants, one to fund the expansion of the Union List, and the other to develop a computer-maintained journal management system.

With the advent of the Internet, Judy’s focus turned to supplying journal information electronically and providing links directly to specific articles from databases such as PubMed and CI-NAHL. She has edited the E-Journal page on the Library’s Website since its beginning in 1998. She proudly points out, “Our first list had just 116 titles, but it has grown quickly since then to nearly 5,000 today.”

KUDOS

Anne Powers, Information and Education Services Librarian, has been recognized as a Distinguished Member in the Academy of Health Information Professionals (AHIP), the Medical Library Association’s peer-reviewed professional development and career recognition program. AHIP recognizes the investment of time and effort required for exemplary professional performance and for contributions to the Association and the profession.

NEWS FROM VIRGINIA

FROM CLAUDE MOORE HEALTH SCIENCES LIBRARY, UNIVERSITY OF VIRGINIA

Two MAC members from the University of Virginia played important roles in assisting the National Network/Libraries of Medicine (NN/LM) to develop a national emergency preparedness and response plan for its membership this year. From October 2007 through June 2008, Dan Wilson, MAC Chapter Benchmarking Educator, and Associate Director for Collection Manage-
ment and Access Services at UVa’s HSL, and Susan Yowell, MAC Archivist and Project Assistant at UVa’s HSL, worked as subcontractors and funded by an award from NN/LM. The result was a completed plan, approved in January, followed by training sessions carried out at each of the eight regional offices of NN/LM. Another important outcome of the project is the online toolkit for emergency preparedness, found at http://nnlm.gov/ep. Dan and Susan will continue their work with the project over the coming year, providing further training via teleconferences and web conferences, promoting the plan and the resources available on a national level, and enhancing the content of the toolkit so that it provides optimum services to NN/LM members.

PERSONNEL CHANGES

Cathy Jordan, reference librarian at the Walter Reed Army Medical Center library, is leaving to become Chief Librarian at the VA Medical Center library in Portland, OR. Cathy has been at WRAMC for almost 6 years and worked at the National Navy Medical Center before that. Her last day at Walter Reed is September 12th.

Cynthia Kahn, MILS, MPH, APIL, was awarded a stipend from the Grace and Harold Sewell Memorial Fund. Founded by Dr. Winifred Sewell, the mission of The Grace and Harold Sewell Memorial Fund is to increase librarians’ identification with medical, pharmaceutical, and health care professionals. To meet this goal, Cynthia will attend the American Public Health Association 136th Annual Meeting and Exposition in San Diego, CA October 25-29, 2008. Cynthia is a Reference and Instruction Librarian at Himmelfarb Health Sciences Library, George Washington University Medical Center.

Betsy Appleton, Serials Librarian at Himmelfarb Health Sciences Library, George Washington University Medical Center, was chosen as the 2008 North American Serials Interest Group Horizon Award winner. The Horizon Award is awarded annually to a new information professional who demonstrates leadership potential in working with serials. Betsy attended the NASIG annual conference in Phoenix, Arizona in June and will be serving on the NASIG Public Relations/Publications Committee for 2008-2009.

PERSONNEL CHANGES

Welcome Robert!

Robert Cagna is the new director of the WVU Health Sciences Center Library, Charleston Division.

Rob was previously head of access and document delivery services at the University of Pennsylvania Biomedical Library in Philadelphia, Pennsylvania, and before that he was a senior research information specialist at the AARP Research Center in Washington, DC. Robert is happy to be in his new position and is looking forward to meeting everyone at the MAC/MLA meeting in Morgantown.
### Slate of Officers

**Officers**
- Chair: Andrea Horne — horne@virginia.edu
- Chair-Elect: J. Dale Prince - dprince@hshsl.umaryland.edu
- Immediate past Chair: Melanie Norton - melanie_norton@unc.edu
- Secretary: Deniz Ender — Deniz.Ender@rexhealth.com
- Treasurer: Stefanie Warlick — warlicse@jmu.edu

**Archivist**
- Susan Yowell, Archivist — syowell@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: Ann Duesing — cad4n@virginia.edu

**Committee Chairs**
- Communications: Beth Ketterman — kettermane@ecu.edu
- Membership & Recruitment: Shannon Jones — sdjones@vcu.edu
- Honors & Awards: Virginia Carden — carde009@mc.duke.edu
- Nominating: Melanie Norton — melanie_norton@unc.edu
- Professional Dev.: Roger Russell — RUSSELLR@ecu.edu
- Strategic Planning: J. Dale Prince — dprince@hshsl.umaryland.edu
- 2008 Annual Meeting: Susan Arnold — susan.arnold@mail.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 Vaughn — psv6n@virginia.edu
- West Virginia: Virginia Bender — vbender@wvu.edu

**2007 MAC Awardees**
- MAC Librarian of the Year: Julia Shaw-Kokot
- Marguerite Abel Service Award: Andrea Horne
- One Person Library Recognition Award: Claire Meissner

**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

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**MacMessages moving to Blog**

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 newsworthy article for the News From The States column.

Thanks again,
-Editor