

Southern Expressions

the Newsletter of the Southern Chapter of the Medical Library Association

Volume 12, Number 4, Fall, 1996

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Next Reporting Deadline
December 15, 1996
Next Publication Date
January 15, 1997

Message from the Chair

Like a lot of Southern Chapter members, I am filling out my registration form so I can book my flight to Memphis to our Annual Meeting. In years past, it was enough to be an officer in a group or presenting a paper to get those approvals, but the times they are a leaner, as reflected in so many of the topics of papers, posters, and general sessions in our program. Sometimes it's helpful to attach your library's relevant goals and objectives to the travel request, indicating which sessions or CE courses might help achieve them. Administrators are results-oriented: offer to present an overview of some conference key ideas/themes to your organization, division or JCAHO information management group.

After our last meeting in Puerto Rico, an administrator actually asked me what we did for fun at our "island conference," as they were planning a conference in the Upper Florida Keys on the water near our newly acquired Mariners' Hospital. Another doctor asked about planning a meeting in Puerto Rico because he was involved in the plans for his specialty organization. We have a lot of diverse expertise to share with our organizations, and they get to know us a lot better *when we let them know who we are and what we do.*

I would like to end my year thanking all the officers and members for their support in this challenging experience. I have come to appreciate many aspects of the following "paradoxical commandments of leadership" by Kent Keith:

1. People are illogical, unreasonable, and self centered. Love them anyway.
2. If you do good, people will accuse you of selfish, ulterior motives. Do good anyway.
3. If you are successful, you win false friends and true enemies. Succeed anyway.
4. The good you do today may be forgotten tomorrow. Do it anyway.
5. Honesty and frankness make you vulnerable. Be honest and frank anyway.
6. The biggest men and women with the biggest ideas can be shot down by the smallest minds. Think big anyway.
7. People favor underdogs but tend to follow top dogs. Fight for a few underdogs anyway.
8. What you spend years building may be destroyed overnight. Build anyway.
9. Give the world the best you have and you may get kicked in the teeth. Give it your best anyway.
10. Finally, do the best you can for Southern Chapter and medical librarianship. your institution may complain at first, but then they sign those travel requests and applaud your efforts. Do it anyway. (This one is mine, as you can tell.)

Thanks again. I never would have made it through the hospitals' and libraries' merger without your support. Adios. See ya in Memphis!

Diane Rourke, Chapter Chair

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Content Policy for Southern Expressions

Statements and opinions expressed in *Southern Expressions* do not necessarily represent the official position of its editor or the Southern Chapter of the Medical Library Association. Contributions may be edited for brevity, clarity, or conformity to style. Final decision on the content of *Southern Expressions* shall be left to the discretion of the Editor with the advice of the Communications Committee of the Southern Chapter/Medical Library Association.



SOUTHERN CHAPTER / MEDICAL LIBRARY ASSOCIATION

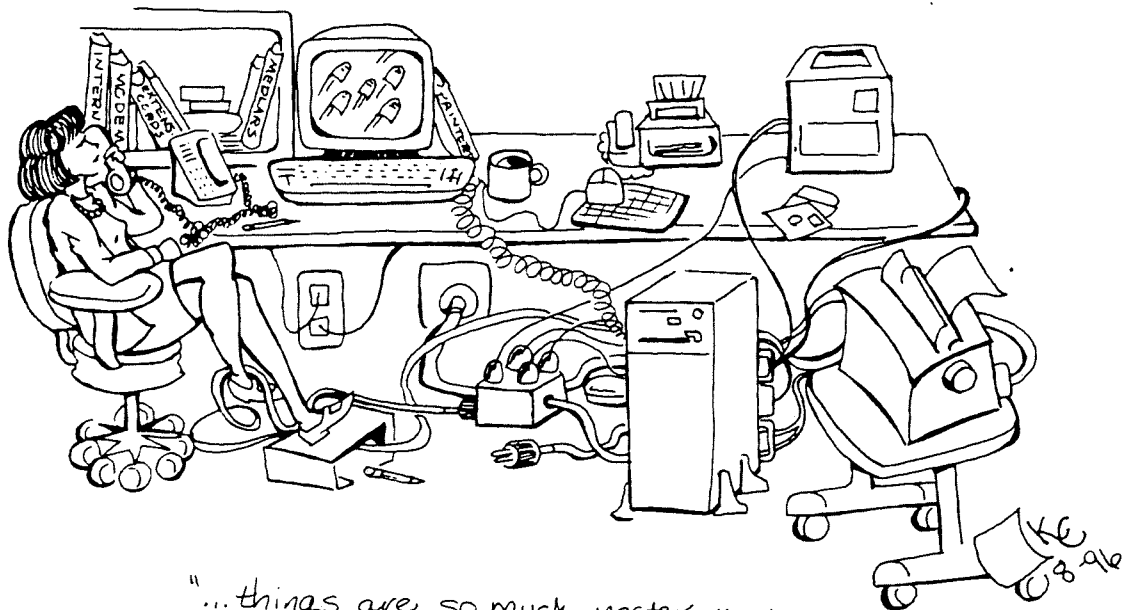
ANNUAL CONFERENCE MEMPHIS, TN OCTOBER 12-15, 1996

You Won't Need a *Good Luck Charm* in Memphis!

You might be the winner of a door prize at the SC/MLA annual meeting in Memphis. Each SC/MLA registrant will be eligible for drawings to be held in the exhibit hall. Prizes include a portable phone, perfume, dinner passes, pen & pencil sets, t-shirts, software, coffee mugs, and of course, passes to Graceland! We also have, incredible as it sounds, an 80 million-year-old fossil (and we are NOT talking about one of the participants) for someone to take home!

Also, plan to stop by the hospitality table organized by the Association of Memphis Area Health Science Libraries (AMAHSL), where the information will be flowing. There, you can meet, greet, pick up messages, and plan outings while you're in Memphis. We'll have information on all the sights plus advice on how to get there.

We have a great list of exhibitors at this year's meeting, including Majors, EBSCO, Readmore, ISI, Rittenhouse, Ovid, Faxon, Aries Systems, CME Video, HealthGate, Jaeger, Login Brothers, Matthews Medical Books, Medical Resource Network, National Library Bindery, Research Information Systems, RLG, and SilverPlatter. In addition, MLA and the National Network of Libraries of Medicine, Southeast Atlantic Region, will be exhibiting. So plan to meet, greet, and eat in the exhibit hall, too. You are guaranteed to be rewarded personally and professionally, and you may get something extra to pack in your suitcase, too.



"...things are so much neater now.
that society's paperless.."

Committee Reports

Honors and Awards Correction

In the last issue of *Southern Expressions*, (12:3, Summer, 1996), we published a list of nine different awards sponsored by MLA. It was indicated that the deadline for nominations for MLA awards was September 1. The Board of Directors of MLA approved moving the deadline to November 1, effective this year.

I encourage you to nominate your Southern Chapter colleagues for these awards. Our chapter has traditionally been well represented at the awards luncheon at the MLA annual meeting; let's continue to recognize our outstanding members!

For further information and nomination materials, you may contact me at 904-549-3240 or pxn.umc9@mail.health.ufl.edu.

submitted by Pam Neumann, Chair, MLA Awards Committee

Government Relations

On March 15, 1996, on behalf of MLA, NLM and the Association of Academic Health Sciences Directors, **Carol Jenkins**, Health Sciences Library Director at UNC Chapel Hill, presented a statement before the House Appropriations Subcommittee on Labor and Education for a 1% funding increase for NLM. She emphasized specific programs. The first is the NLM outreach program; second, the NLM's commitment to using advanced technology (specifically, high performance computing and communications initiatives); and third, NLM's numerous HIV/Aids-related information programs.

On March 19, President Clinton released his FY97 budget proposal request. Included in the President's NIH request is \$154 million for the NLM, an increase of \$13 million over FY96. Nice work, Carol!

MLA believes that government-generated information is a public good and a vital national resource. American people need access to such information to exercise fully their rights as citizens. As the federal government establishes a National Information Infrastructure (NII), it is crucial that health sciences libraries be included in the development of any information policy.

Basic Principles:

1. The NII must include health sciences libraries.
2. Affordable access to the NII must be available to all health care providers.
3. Privacy and confidentiality of users.
4. Intellectual property system must ensure balance between the rights of creators and the users.
5. Measures must be taken to preserve the integrity of data on the NII.

submitted by Neeta Shah, SC/MLA Governmental Relations Chair

Communications

SC/MLA is making its presence felt in cyberspace. A home page on the World Wide Web is in progress for the Southern Chapter. **Pat Higginbottom**, a communications committee member, is designing the page. It will include an introduction to the organization, membership information, a link to the annual meeting page and much more. Please send any suggestions or contributions to Pat at phiggin@lister2.LHL.uab.edu

submitted by Pat Higginbottom

**In Memoriam
Alfred N. Brandon**

Alfred Northrup Brandon was born in Ogden, Utah. He received a B.S. from Syracuse University in 1948, his M.S. from the University of Illinois in 1951, and his M.A. at the University of Michigan in 1965. He was the director of the libraries of Loma Linda University, University of Kentucky, Johns Hopkins University, Mount Sinai School of Medicine, and the New York Academy of Medicine, where he was also Director of the Regional Medical Library Program.

He was past president of the Medical Library Association, a Janet Doe lecturer, an editor of the *Bulletin of the Medical Library Association*, a member of the American Library Association, American Association for the History of Medicine, and American Society for Information Science. He received the Marcia C. Noyes award for Outstanding Achievement in Medical Librarianship in 1977. Author of the *Brandon-Hill Selected List of Books and Journals for the Small Medical Library*, along with his allied health, hospital, and nursing lists, his work in medical librarianship served countless health science libraries.

Mr. Brandon frequently attended the Southern Chapter annual meetings, and many of us remember his participation in a panel discussion on retirement at the 1994 meeting in Orlando.

He died in Daytona Beach on July 4, 1996, and was interred in Randallstown, MD. Memorials may be sent to the American Cancer Society, 1510 Ridgewood Avenue, Suite 201, Holly Hill, FL, 32117.

Around the South

HSCL University of Florida News

Prudence Tucker was promoted to Assistant University Librarian on August 11, 1996. She has been an Instructor University Librarian in the Reference, Education, and Information Management Department since 1993.

Linda Butson, Assistant Director, Reference, Education, and Information Management Department, attended the American Library Association meeting in New York City the first week of July. She chaired the Extended Campus Library Services Section Discussion Group, which responded to the presentation, "Leadership on the Cyberspace Commons: Where Are We In The Vision?". Discussion focused on how libraries can develop and maintain a leadership role in universities and colleges as distance education and the virtual university develop.

Michele R. Tennant, who works half time as a cataloger in the Resource Management Department and half time as a reference librarian in the Reference, Education, and Information Management Department, was one of only thirty fellows selected nationally to attend the National Library of Medicine/Marine Biological Laboratory Medical Informatics Course from May 29 through June 5 in Woods Hole, MA. The fellowship program consists of an intensive week-long introduction to various aspects of medical informatics. Michele also attended the Special Library Association Annual Meeting in Boston, June 8-12.

Peggy Hsu, Associate University Librarian in the Reference, Education, and Information Management Department, won honorable mention in NLM's Gold Standard Search as announced in the November/December, 1995 issue of the *NLM Technical Bulletin*. She appropriately searched SPACELINE and illustrated some of the unique resources available in this new online file.

Several librarians from the Health Science Center Library, University of Florida have scheduled presentations at the Annual Meeting of the Southern Chapter of the Medical Library Association in Memphis, October 12-15. **Barbara Francis**, Reference, Education, and Information Management Dept., will present a paper, "Are They Learning What You Think You Are Teaching?" Ms. Francis will also present a paper written by **Janet Coggan** entitled, "Enhancing the Medical Library's Collection: Consumer Health and Patient Education Needs and How to Fill Them."

Several other librarians from the Reference Department have collaborated on the paper, "Information Resource Use Among Florida Family Physicians: A Pilot Study," including **Prudence Tucker**, **Steve Flint**, and **Peggy Hsu**. In addition to these papers, Peggy Hsu and Steve Flint will present a poster on "Internet for Ready Reference: Hypertext Reference Sources."

Submitted by Janet Coggan

Mississippi Moves Upstream

The Mississippi Bio-Medical Library Consortium will meet on Sunday, October 13, from 12:45-1:45 during the SC/MLA meeting in Memphis. Contact **Marcia Ann Glisson**, President (601/286-6961 ext 1240) or **Mary Lillian Randle**, (601/841-3552) for details.

submitted by Marcia Ann Glisson

Around the South continued

School of Nursing Closes

In June, 1996, the collections in the Jackson Memorial Hospital School of Nursing Library were moved to the Louis Calder Memorial Library of the University of Miami School of Medicine. Calder will serve as the library for the School of Nursing's last semester, which began in July. With the close of this diploma program in the Spring of 1997, the 79 journals and the book collection will be kept current through annual allocations from the Hospital to support the educational and patient care needs of practicing nurses at the medical center and throughout Southeast Florida. **Lynn MacAuley**, librarian at the School of Nursing, is assisting with the processing and integration of the nursing books into Calder's collections during the rest of 1996.

submitted by Suzetta Burrows

SoChap Members Shoot *The Bull*

Watch for these articles in the *Bulletin of the Medical Library Association*. "Providing Library Services to a Remote Non-traditional Program for Health Career Students: the Kellogg Experience," by **Kelly Hensley, Martha F. Earl, Marcellus Turner, Janet S. Fisher, and Rita Scher**, and, "Library Instruction in the Medical School Curriculum: a Survey of Medical College Libraries," by **Martha F. Earl** appeared in the 1996 April issue, 84(2):191-5.

"Faculty Involvement in Problem-Based Library Orientation for First-Year Medical Students," by **Martha F. Earl, Kelly Hensley, Janet S. Fisher, Mary Jane Kelley, and Daniel Merrick**, in press.

submitted by Martha Earl and Kim Laird

Library Cures Disorientation

Librarians at the ETSU Quillen College of Medicine Library completed another successful case-based library orientation of first year medical students. With the assistance of clinical and basic science faculty to model use of information, first year students diagnosed and treated a "real" patient's condition and learned to use information resources at the same time.

submitted by Martha Earl and Kim Laird

Thanks again to our cartoonist par excellence, Kay Cunningham of the Leslie M. Stratton Nursing Library, Methodist Hospitals of Memphis, cunningk@mhsgate.meth-mem.org

Personals

Thea Thompson, formerly Coordinator of Reference Services at the Health Sciences Library and Biocommunications Center, UT Memphis, has accepted the position of Librarian, Baptist Memorial College Library, Memphis, beginning September 23.

Kelly Hensley has left the Medical Library, James H. Quillen College of Medicine to take a job at East Tennessee State University's Sherrod Library. She will be the Interlibrary Loan Librarian for that Library.

submitted by Kim Laird

Get out your Southern Chapter Membership Directory and note these e-mail address changes:

Nedra Cook may now be reached at njcook@usit.net and **Marjorie Caldwell** is now at MARJLMHI@ut.kux.utcc.utk.edu while doris-prichard@utk.edu is, as you might guess, **Doris Prichard's** new address.

The Medical Library at HCA Center for Research and Education has moved to 2300 Patterson Street, Nashville. Their new phone number is 615/342-7000, fax 7010.

Edith McHenry at Cookeville General Hospital, TN, may now be faxed at 423/520-2355.

Dixie Fulton Williamson has been recognized in her organization with Nashville's St. Thomas Hospital's STAR award, presented August 1, 1996. Comments from her nomination forms for the award said, "She has encouraged me through her own exemplary dedication and treats everyone ... with kindness, thoughtfulness and warmth. Dixie is one of the most respectful individuals I know. She is consistently aware of and responsive to the needs of others. She looks for the good in all persons. In short, she is another one of our unsung heroes." Congratulations, Dixie. We couldn't agree more!

Camilla B. Reid, MSLS, Assistant Professor and Coordinator of Library Operations, leaves the Medical College of Georgia Greenblatt Library on September 30. She will hold an appointment until July, 1997 as adjunct faculty with the Greenblatt Library. Camilla does not have plans to retire, but rather to redirect her energies in the near future to personal and family endeavors.

Camilla joined the Greenblatt Library faculty in 1988 as Assistant Professor and Coordinator of Public Services. During 1991-1993, she also served as Interim Director of Libraries. While with the Greenblatt Library, Camilla merged Reference, Audiovisual Services and Circulation into a Public Services program area. She oversaw the creation of the central service point (the Library Information Center) in 1995, and the Family Resource Library and the Greenblatt sculpture and archives, both in 1994. She began planning library facilities which will open in the new Children's Medical Center when construction is complete. Camilla has many professional accomplishments, among them being credentialed at the highest level as a Distinguished member of AHIP. She has presented papers at the annual meetings of MLA and SC/MLA. She has been an active member of various professional associations, including MLA (chair, Awards Committee), SC/MLA (editor and co-editor of its newsletter), and GHSLA (vice-chair). During the next eight months, Camilla will continue to serve as local arrangements chair for the annual GHSLA meeting that will be held in Augusta in March, 1997. Camilla seems to know just about everyone in the Southern Chapter. We expect many of you will want to wish her well, as we do here at MCG.

submitted by Holly Shipp Buchanan and Donna J. Trainor

**New Disease Identified--HRFSCMLAAC
SC Members Can Get Quick Relief**

Symptoms: Lethargy, cold feet, procrastination, inability to try something new, no interest in professional development.

Diagnosis: Acute HRFSCMLAAC (Haven't Registered for SC/MLA Annual Conference).

Treatment: Immediately complete registration form, write check, and mail both to Glenda Mendina, UT Memphis, 877 Madison Ave., Memphis, TN 38163.

Prognosis: Prescribed treatment should result in immediate recovery and provide many new opportunities for improved professional life. Patient's social life may also improve significantly.

Side Effects: Patient may experience transitory visions of swiveling hips, sounds of rock and roll and jazz, and the occasional quacking noise. Conference may cause jammin' sensation and uncontrollable foot tapping when exposed to new information.

submitted by David Armbruster

--Editor's note: for another dose of Dr. A's quick wit, attend his session at SC/MLA, "Effective Communication Skills: I am not sure you realize that what you heard is not what I meant," at 8:00 Monday morning. May cause side effects!

Position Available

**ELECTRONIC SERVICES LIBRARIAN
-- JAMES H. QUILLEN COLLEGE OF
MEDICINE, COLLEGE OF MEDICINE
LIBRARY.**

Assistant Professor, tenure track position.
Available: December 1, 1996.

RESPONSIBILITIES:

The Medical Library is seeking an individual to work as part of the management team in the development and implementation of electronic resources including management of a microcomputer laboratory, client/server database access which is shared with the University Library; selection and purchase of equipment; instruction of library clients in the use of electronic resources, library staff development in electronic resource management, electronic collection development and curriculum support, WWW home page maintenance, maintenance of all library workstations and network servers, and sharing in the implementation of a future migration to a replacement automated online library system. Shared responsibility for reference services, outreach initiatives, and public relations. Faculty are responsible for professional development through service on College of Medicine and University committees, conducting research, and

participating in professional associations. Reports to the Assistant Director of the Medical Library.

QUALIFICATIONS:

Require Master degree in library or information science from an accredited ALA institution; 1-2 years experience in an academic or health science library; 1-2 years of experience working with computers in a networked environment; well developed online database searching skills; experience troubleshooting hardware and software problems; experience with an automated online library system; experience with Internet and WWW information resources; excellent interpersonal skills; demonstrated excellence in oral and written communication skills; individual must have the flexibility to work in a rapidly changing environment; pursuit of AHIP membership. Prefer demonstrated ability to teach adult learners; MEDLARS training; educational background in the life sciences or computer coursework.

RANK AND SALARY:

Assistant Professor. Minimum of \$25,000 annually. Benefits include state retirement or TIAA/CREF, health and life insurance. THE DEPARTMENT, UNIVERSITY, AND COMMUNITY:

The James H. Quillen College of Medicine is a Teague Cranston School situated on the Mountain Home Veterans Affairs campus in the Tri-Cities region of Northeast Tennessee. Clinical care and student experience is provided through three community hospitals and the VAMC hospital. The library's main constituency includes the medical school and the biomedical graduate program. Other programs in the health sciences are served by the University Library. Year-round recreational opportunities abound with beautiful TVA lakes and the Smokey Mountains of Northeast Tennessee, Western Carolina and Southwest Virginia.

APPLICATION INFORMATION:

Applications will be accepted until September 30, 1996. Submit a letter of application, a resume, and three professional references (name, address, and telephone number) to: Donna Watkins, Assistant Director, College of Medicine Library, Box 70693, Johnson City, TN 37614-0693. ETSU employs only US citizens and aliens authorized to work in the USA. EOE/AA.

For further information, contact Kim Laird at lairdk@medserv.etsu-tn.edu or Donna Watkins at watkinsd@medserv.etsu-tn.edu
submitted by Kimberly J. Laird

SLA Approves Medical Section

Nancy Bryant, Information Services Librarian at Morehouse School of Medicine, has been appointed Organizing Chair of the new Medical Section of the Special Libraries Association. The concept of the Medical Section is to provide an authorized niche within SLA for health sciences librarians and all others interested. Under the umbrella of the Biological Sciences Division, the new section can draw on the strength of this firmly established division and benefit from its team resources and communications avenues, including the *BioFeedback* newsletter and BSDNET-L, the division listserv on the Internet. The section will also provide interested special librarians an official vehicle for sponsoring programs at SLA conferences, and welcomes all levels of participation. Membership in the Medical Section is free to all SLA members who are also members of the Biological Sciences Division. For more information, please contact Nancy Bryant, nbryant@msm.edu 404/752-1533, fax 755-7318.
submitted by Nancy Bryant

T-Shirt Order Form

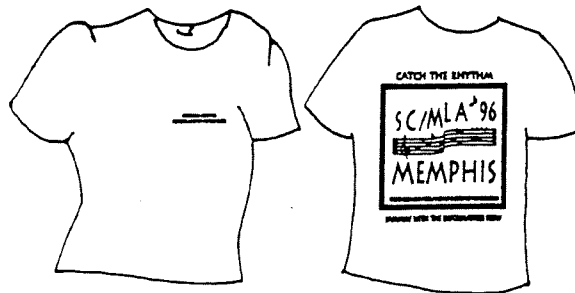
Upcoming Events

**46th SC/MLA
Annual Meeting**
 October 12-14, 1996
 The Peabody Hotel
 Memphis, TN

Tennessee Health Science
 Library Association
(TheSLA) Annual Meeting
 October 12, 1996
 The Peabody Hotel
 Memphis, TN

Mississippi BioMedical
 Library Consortium
Annual Meeting
 October 13, 1996
 The Peabody Hotel
 Memphis, TN

**47th SC/MLA
Annual Meeting**
 October 24-28, 1997
 Savannah Marriott Riverfront
 Savannah, GA



FRONT

BACK

The logo is light blue and black.

*Catch the
Rhythm and
order your
t-shirts now!*

Sponsored by the
 Association of
 Memphis Area Health
 Science Libraries

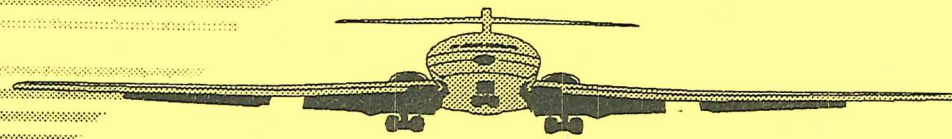
Pre-paid: colors, * any
 size, only \$11 ea., or
 white, any size, \$10 ea.
 (additional \$1 for XXL)

*Available colors: natural (sand), denim,
 gold, fuchsia, sage green, sunset red,
 watermelon, burgundy.

**Purchased at the
meeting:** L and XL
 white only, \$12 and
 a limited supply.

PICK UP PRE-PAID SHIRTS AT REGISTRATION

Name _____	Size _____
Institution _____	Quantity _____
Phone number _____	Color _____
E-mail address _____	Size _____
	Quantity _____
	Color _____
Make check payable to AMAHSL and return to: Thea Thompson Health Sciences Library University of Tennessee, Memphis 877 Madison Ave. Memphis, TN 38163	Size _____
	Quantity _____
	Color _____
	TOTAL ENCLOSED _____



Exploring Our Boundaries
SC/MLA Annual Meeting -
San Juan, Puerto Rico
November 11 - 14, 1995

CALL FOR PAPERS & POSTERS

Suggested topics to "Explore":

- * Gophering in the South
- * Internet Training: Trials, Tribulations, & Triumphs
- * Restructuring and Administration Reorganization
- * JCAHO Information Plans: A Sharing Session for Hospital Librarians
- * Surviving Continuous Improvement!
- * Contracting/Outsourcing library services
- * Managing Diversity
- * Library Materials Preservation in an Age of Change
- * Library Consultants/liaisons roles: Future Directions
- * Managed Care: Impact on Libraries
- * Expanding Library Access Policies: Students and Patients
- * Communication for Change
- * Multi-lingual Collection Development
- * Library Fundraising - Getting more Money

Abstract Guidelines: 250 words maximum
Please send abstract to:

Diane Ream Rourke, Program Chair
Baptist Hospital of Miami
Health Sciences Library
8900 N. Kendall Drive
Miami, FL 33176

Phone: (305) 596-6506
Fax: (305) 598-5910
E-Mail: baptist@class.org

Please include name, address, daytime phone, fax and Bitnet/Internet numbers of the primary author.

****Indicate if it's Paper OR Poster******

