

Southern Expressions

Alabama Georgia Puerto Rico Tennessee
Florida Mississippi South Carolina Virgin Islands

Volume 17, Number 1,
Winter 2001

In This Issue:

Annual Meeting.....	23-24
Around the South.....	3,7,11,19,21
Benchmarking.....	9,15
Call for Abstracts.....	16
Chapter Council News...	8,18,20-22
Committee Reports.....	10,12
Message from the Chair.....	1,5-7
Personals.....	4,11,17
Publication Schedule.....	below
Research Spotlight.....	13-15

Southern Chapter

<http://www.uab.edu/lister/scmla>

Next reporting deadline
March 15th, 2001

Next Publication Date
April 15th, 2001

Message from the Chair

Lynn Fortney



Fortney

The highlight of the Southern Chapter's year occurred October 20 - 24, 2000, when the Southern Chapter of the Medical Library Association held its 50th meeting in conjunction with the Alabama Health Libraries Association's 20th meeting. The Adams' Mark Hotel in downtown Mobile, Alabama, was the site of this festive "Anniversary Jubilee." The theme of the meeting celebrated the anniversaries of the two organizations and the phenomena of "jubilee," unique to Mobile Bay, in which fish and shellfish literally jump onto the beaches to be gathered up by the multitudes to be put into jambalaya and gumbos (and the freezer). The jubilee phenomena is similar to what we see happening with electronic information resources - too bad we can't put some of THOSE in our freezers and figure out what to do with them later! A total of 234 people registered, including 35 first-time attendees and 39 exhibitors who represented 23 companies or organizations. 101 registrants participated in at least one of seven continuing education courses on Saturday, October 21st, and Tuesday, October 24th.

The SC/MLA returned to the practice of opening the meeting and the exhibit hall simultaneously with a Welcome Reception in the exhibit area on Saturday night. Le Krew de Bienville was on hand to open the reception. The Alabama Health Libraries Association even had a huge



Mary Fran Prottzman and Jan Burns at the
ALHeLA Exhibit Booth

anniversary cake in their exhibit booth to celebrate their 20th meeting. Thirty-one members of the Alabama Health Libraries Association turned out for this meeting, and more than twenty others joined them over lunch to hear **Carolyn Haines** give an

amusing talk about how she came to be a writer and how writing comes to her. Carolyn Haines is on the staff of the University of South

(continued on p. 5)

ELECTED OFFICIALS

Chair

Lynn Fortney
EBSCO Information Services
Birmingham, AL
lynnf@ebSCO.com

Chair-Elect/Program Chair

Janet Fisher
Quillen College of Medicine Library
East Tennessee State University
Johnson City, TN
fisherj@etsu.edu

Secretary/Treasurer

Brenda Faye Green
Health Sciences Library
University of Tennessee Health Sciences Center
Memphis, TN
bfgreen@utmem1.utmem.edu

Past Chair/Nominating Chair

Thomas Singarella
Health Sciences Library
University of Tennessee Memphis
Memphis, TN
tsingarella@utmem.edu

MLA Nomin Comm Candidate

T. Scott Plutchak
Lister Hill Library of the Health Sciences
University of Alabama at Birmingham
Birmingham, AL
tscott@uab.edu

Chapter Council Rep

Sarah Gable
School of Medicine Library
University of South Carolina
Columbia, SC
sarah@med.sc.edu

Chapter Council Alternate 5/97-5/2000

Jan LaBeause
Medicine Library/LRC
Mercer University School of Medicine
Macon, GA
labeause.j@gain.mercer.edu

APPOINTED OFFICIALS

Archivist

Mary Lynch
Health Sciences Center Library
Emory University School of Medicine
Atlanta, GA
libmcl@emory.edu

Bookkeeper

Marilee Creelan
Greenblatt Library
Medical College of Georgia
Augusta, GA
mcreelan@mail.mcg.edu

Historian

T. Mark Hodges
Nashville, TN
tmhodges33@aol.com

MLA Credentialing Liaison

Sandra Franklin
Health Sciences Center Library
Emory University School of Medicine
Atlanta, GA
librsf@emory.edu

Membership Database Manager

Linda Flavin
Birmingham, AL
lflavin@aol.com

Parliamentarian/Historian

Danny O'Neal
Health Sciences Center Library
University of South Florida
Tampa, FL
doneal@com1.med.usf.edu

Southern Expressions Co-Editors

Ingrid Hendrix
Health Sciences Center Library
Emory University
Atlanta, GA
libich@emory.edu

Sondra Pfeiffer

Lister Hill Library of the Health Sciences
University of Alabama at Birmingham
Birmingham, AL
spfeiffer@lister2.lhl.uab.edu

SoChap-L Moderator

Nelle Williams
Health Sciences Library
University of Alabama
Tuscaloosa, AL
nwilliam@cchs.ua.edu

Web Site Coordinator

Pat Higginbottom
Lister Hill Library of the Health Sciences
University of Alabama at Birmingham
Birmingham, AL
phiggin@uab.edu

COMMITTEE CHAIRS

Bylaws

Lois Bellamy
Health Sciences Library
University of Tennessee, Memphis
Memphis, TN
lbellamy@utmem1.utmem.edu

Communications

Cecelia Delbridge
J Manning Hudson Health Science Library
Baptist Health SYstems
Jackson, MS
cdelbridge@mbmc.org

Governmental Relations

Connie Machado
Rowland Medical Library
University of Mississippi Medical Center
Jackson, MS
cmachado@rowland.umsmed.edu

History of the Southern Chapter

Richard Nollan
Health Sciences Library
University of Tennessee, Memphis
Memphis, TN
rnollan@utmem1.utmem.edu

Honors & Awards

Marcia Reinhardt
Medical University of South Carolina
Charleston, SC
reinham@musC.edu

Hospital Libraries

Mary Fran Prottzman
US Army Aeromedical Center
Fort Rucker, AL
prott@entercomp.com

Membership

Marian Morris
McMahon Sibley Medical Library
Princeton Baptist Medical Center
Birmingham, AL
marian.morris@bhsala.com

Professional Development

Rebecca Fehrenback
Greenblatt Library
Medical College of Georgia
Augusta, GA
rfehrenb@mail.mcg.edu

Research

Helvi McCall
Rowland Medical Library
University of Mississippi Medical Center
Jackson, MS
hmccall@rowland.umsmed.edu

Strategic Planning

Rosalind Lett
Emory Healthcare/Crawford Long Hospital
Atlanta, GA
rosalind_lett@emory.org

Southern Expressions

Newsletter of the Southern Chapter / Medical Library Association

is published quarterly by the Southern Chapter of the Medical Library Association. Please send contributions to the editors:

Ingrid Hendrix
Health Sciences Center Library
Emory University School of Medicine
1462 Clifton Rd.
Atlanta, GA 30322
Voice:404-727-5829
Fax:404-727-8469
libich@emory.edu

Sondra Pfeiffer
Lister Hill Library
University of Alabama at Birmingham
1700 University Blvd.
Birmingham, AL 35294-0013
Voice:205-934-2230
Fax: 205-975-8313
spfeiffer@lister2.lhl.uab.edu

Content policy for Southern Expressions

Statements and opinions expressed in Southern Expressions do not necessarily represent the official position of its co-editors 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 co-Editors with the advice of the Communications Committee of the Southern Chapter/Medical Library Association.

Around the South

News from the University of South Carolina School of Medicine Library, Columbia, South Carolina



Ruth Riley Assists at Ribbon-Cutting Ceremony

After poring over blueprints for hours, attending endless meetings with the architects, contractors, subcontractors, and numerous bureaucrats associated with a state-funded renovation project, packing the library's 30,000 books into 1,200 boxes, sending the old orange shelving out for a new coat of oyster paint, relocating all the staff offices to upper floors, moving the circulation desk to the 2nd floor, picking out the new carpet and wall colors, ordering the new furniture, moving all the books back onto the shelves, and all our stuff back into our offices, we officially re-opened the Library's newly renovated first floor with an open house and ribbon-cutting ceremony on November 17. We are thrilled with the new space as are our faculty and students. In addition to a major

facelift, we picked up about 1,500 square feet of space and moved the entrance to the opposite side of the building thereby making it much more accessible and central to the school's main buildings. Needless to say, we are very relieved to have the project finished and are enjoying our new digs. The color scheme is burgundy and gray and reflects the Carolina Garnet and Black school colors. We'll likely be renovating the second floor next summer! Here we go again ...

University of South Carolina School of Medicine Library librarians were active participants at the Southern Chapter meeting in Mobile. **Sarah Gable, Victor Jenkinson, Laura Kane, and Ed Sperr** presented the poster session "Flip-Floppin': Surviving a Medical Library Renovation." **Sarah Gable**, Chapter Council Representative, attended the Executive Board meetings and introduced speakers at the MLA and NN/LM Update. **Ruth Riley**, Secretary, CONBLS, took minutes at the CONBLS luncheon meeting.

Karen Rosati and Annie Potter were recently honored by CONBLS for their dedication and service to the creation and maintenance of SEMPUL, the Southeastern Medical Periodicals Union List, over the past sixteen years. Thank you Karen and Annie!

Laura Kane authored an article in the November/December 2000 MLA News entitled "Stretching the Rules: Improving Access to Electronic Resources in Online Catalogs."

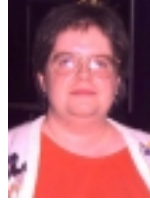
Submitted by Ruth Riley

Personals

My First Southern Chapter Meeting

I am a new member to SC/MLA and was thrilled to be able to attend the annual meeting held in Mobile. I was selected as one of the recipients for the Martha C. Watkins Scholarship and was almost willing to give it back just to keep from having my picture taken (oh well, the price of fame). The Scholarship is a wonderful method for helping people to advance with their career in hospital libraries. I've even volunteered to make something to raffle next year to support the cause.

The thing that fascinates me the most about librarians is the network of people willing to help each other and share information instead of hoarding it like most occupations. It was interesting to see both SC/MLA and ALHeLA members working so closely together to organize and plan such a successful meeting. Planning events are not easy, especially when the participants are scattered over such a large geographical



Jan Burns

area. Who else but librarians could organize such an event?

I was also pleased by the reception I received. I have always been the "quiet" type, unless I'm talking about libraries. Everyone was talking to everyone, about anything and everything. It was also good to meet the people whose names show up in the newsletters, professional journals, correspondence, etc. Where else could a first time attendee participate in a panel discussion along with more experienced librarians and conference goers? I took notes everywhere I went and have lots of new information to ponder, review, and disseminate.

I can't wait until next year. See you all there.

Jan Burns
VA Medical Center, Birmingham
Submitted by Jan Burns



CONGRATULATIONS
TO
Cecelia Delbridge
and Linda Garr Markwell

Benchmark Beta Raffle Winner Announced

Institutional member **Cecelia Delbridge**, AHIP, J. Hudson Health Sciences Library, Mississippi Baptist Health Systems-Jackson, is the winner of the Benchmarking Network beta participant raffle. Ms. Delbridge entered her institution's data October 24, and was thus eligible to win a copy of the *MLA Guide to Managing Health Care Libraries*. The drawing, from 85 beta participants, was held December 5 in MLA's headquarters office. Thanks to all the members who entered data for this important initiative! And thanks to **Linda Garr Markwell** for her cheerleading efforts!

Submitted by Lynn Fortney

Message from the Chair

continued

Alabama's Public Relations department and is a prolific and terrific author of many books in several different genre. She had several of her books for sale and signing and completely sold out after her talk.

In keeping with the celebratory nature of "Anniversary Jubilee", the program committee sought speakers and posters who would celebrate the medical library profession for the many contributions we make to our organizations. Tom McMullen of the Hay Group, who played a central role in the recent MLA study of librarians' salaries, was the keynote speaker. Tom discussed in detail the extent to which information technology responsibilities impact all of our jobs; however, salaries in medical libraries often do not reflect this. Having hard data from a respected organization like the Hay Group can help make a persuasive financial argument to administration at salary review time.

C.W. Goldsmith, Vice President of Information Technology at the University of Alabama at Birmingham and Jan Englert, Coordinator of Clinical Outcomes for North Mississippi Health Systems discussed librarians' contributions to the larger organization. We often hear about lack of respect for the profession or how difficult it is to work with a Chief Information Officer or get the attention of hospital administrators. These two speakers were very clear in their support and respect for medical librarians and the significant contributions they have seen librarians make to the organizations they've been affiliated with.

If past conference evaluations are any indication, the overall success of the meeting is largely dependent on the contributed papers and the posters. Participants have wanted more of both and lots of time to see and hear them all. This year, thanks to Sally Murrar's good efforts, on Sunday we had 16 excellent posters and an hour and fifteen minutes of uninterrupted time to visit with the poster presenters as well as peruse two large tables of PR materials contributed for the PR Materials Jubilee coordinated by Janice Debose. The most frequent complaint about the meeting was that, with 19 contributed papers, it was impossible to get to all of them. Andrea Batson considered this

carefully when she grouped the papers together in five sessions at two different times on Monday and she did an excellent job of coordinating so many papers. We were fortunate to have so many excellent papers and posters this year; the conference evaluations indicate that they are clearly a major draw for the meeting.

One of the highlights of this anniversary meeting was "A Walk Down Memory Lane" with Bill Postell and



T. Mark Hodges

our own T. Mark Hodges. Kathy Torrente was in charge of this panel and knew that Tom and Bill have been members of SC/MLA from way back when, when we were called the "Southern Regional Group". If it's true that

those who don't know Southern Chapter history are destined to repeat it, they will have a really good time! As a conclusion to this session, Bill Postell extended an official invitation to New Orleans for the first ever triple joint chapter meeting (SC/MLA, South Central and Midcontinental Chapters) to be held at the Riverside Hilton near the French Quarter October 24 - 28, 2001. A good time is expected to be had by all.

It is well known that the Southern Chapter likes to have a good time. The banquet, held Sunday night at the historic Bragg-Mitchell Mansion, was not one any of us who attended will soon forget. Fortunately, the weather was balmy and allowed the overflow crowd of 187 to spill out onto the veranda, where we were

(continued on p. 6)

Message from the Chair *continued from p. 5*



Meeting Participants at Bragg-
Mitchell Mansion

entertained by an excellent jazz combo.

If we didn't have enough good food to eat at the banquet on Sunday night, Tom Singarella, SC/MLA Chair opened the business meeting Monday morning over a lavish breakfast buffet. Highlights of the business meeting were the announcement of Fay Evatt at Atlanta Medical Center as Hospital Librarian of the year and Honorary Memberships in SC/MLA bestowed upon Ada Selzter, Director of the Rowland Medical Library at

Birmingham and Arlene Desselles of Georgia Baptist College of Nursing were awarded Watkins Scholarships to help defray the costs of attending the SC/MLA annual meeting.

At the conclusion of the business meeting, Tom Singarella, 1999-2000 SC/MLA Chair, turned the Frances Verble Gavel over to Lynn Fortney, 2000-2001 SC/MLA Chair, and the newly elected officers: Janet Fisher, Chair-Elect; Brenda Green, Secretary/Treasurer; and Sandra Franklin, MLA Nominating Committee Candidate.



Aida Selzter and
Tom Singarella

Later Monday morning, Linda Garr Markwell, SC/MLA's appointed Benchmarking Educator, revved up the crowd with her cheerleading session for MLA's benchmarking project, still in Beta testing. Jan LeBeause got so excited, she turned her "C" upside down. A common misperception is that



Fay Evatt
Hospital Librarian of the Year

the University of Mississippi Medical Center and Carol Burns, recently retired as Director of the Health Sciences Center Library at Emory University. This year, Jan Burns of the VA Medical Library in



Benchmarking Cheerleading Session

participation in the Beta test is restricted to Institutional Members of MLA. Not true - entry of data in the beta test is open to all members. MLA's goal for the beta test is to find out whether MLA is asking the right kinds of questions for benchmarking and if there needs to be more clarification or additional questions.

The Hospital Library Luncheon was also on Monday, with **Eileen Stanley** speaking on "AHIP and the
(continued on p.7)

Message from the Chair *continued from p.6*

Hospital Librarian” Eileen took some of the fear and mystique out of the AHIP application process and outlined the many benefits of AHIP membership. Eileen is a member of the MLA Credentialing Committee and was also gracious enough to provide



Eileen Stanley speaking at Hospital Libraries Luncheon her mentoring services at the AHIP Credentialing session held on Sunday.

As a final wrap-up to the meeting program on Monday afternoon, five current officers of SC/MLA served as a very informal “talk-show” style panel to discuss the nature of leadership. Those hardy conference-goers who still had the stamina left for this session provided very positive feedback about how much they learned about some of their colleagues - even though they had known them for years.

Tom Williams and his fantastic, hard working and continually hospitable Conference Committee can finally breathe easy. Conference evaluations have been tabulated and 78% of them rate the meeting as excellent or above average. A more complete report of the conference is on the Southern Chapter website at <http://www.uab.edu/lister/scmla/00over.htm> and there are more than 130 photos taken during the meeting on the conference website at <http://southmed.usouthal.edu/2000/>

Submitted by Lynn Fortney

Around the South

Medical College of Georgia Two Join MCG Library Faculty

Dr. Ron Wirtz and **Mr. Peter Shipman** joined the faculty of the Greenblatt Library of the Medical College of Georgia on November 15th.



Wirtz

Ron Wirtz, Ph.D. is Head of Education and Information Services, a new department formed from merging several areas for a united and multi-faceted purpose. He will lead this department in providing quality reference, education, consultations, liaison, outreach, and other direct services for our users. He comes from the American Institute of Baking where he was Vice President of Information and Distance Learning responsible for the technical research library and museum, the distance learning program, internet services, communications, and educational product development. Dr. Wirtz received his M.L.S. from Emporia State University and his Ph.D. in Education from Kansas State University. Besides two degrees in French, he received the Certificat de Langue Française, degré supérieur from La Sorbonne, Paris.



Shipman

Peter Shipman, M.L.I.S. is the Outreach Librarian and will deliver library services to MCG's distance education students and faculty and extend library services beyond the traditional library walls. He will also be part of a team that develops and provides library instruction and other curriculum support. He comes from the Stetson University library in Florida where he has had several years experience managing circulation and interlibrary loan, providing reference services and serving as liaison to the distance learning program. Mr. Shipman received his B.A. from Wake Forest University and his M.L.I.S. from University of North Carolina, Greensboro.

Submitted by Lyn Dennison

Chapter Council News

From Chapter Council

Greetings! Well, the Mobile meeting was a great success. Congratulations to everyone who made it possible. Hope everyone submitted their Benchmarking data and that someone from our Chapter will win the raffle.

Prior to the December 1st deadline, **Jan LaBeause** submitted the necessary paperwork to nominate the Martha C. Watkins Scholarship project for the MLA/Majors Chapter Project of the Year Award. I'm sure we would all like to see this excellent project receive this recognition. Thanks, Jan.

Planning for MLA 2002 is underway and the Continuing Education Committee is interested in knowing about courses that you would like to see offered in Dallas. If you know of a great class or instructor, if there is a particular topic you would like to explore, or if you would like to teach a class yourself, MLA would like to hear from you. Send your course ideas to **Linda Azen Martin**, 2002 National Program Committee, CE Liaison, Health Care Informatics Consultant, 330 Regatta Way, Seal Beach, CA 90740, or linda_martin@rscdd.org. If you would like to teach a course at a MLA annual meeting check the information available on MLANET at www.mlanet.org/education/teachce.html or contact **Kathleen Gaydos Combs** at mlapdl@mlahq.org. Proposals for symposia are also being accepted. If your section is interested in hosting a symposium send your ideas to the professional development department at MLA headquarters by January 2, 2001. Again, you will find more information on MLANET or you can contact Kathleen.

This year MLA renewals can be submitted electronically on MLANET. This should be very convenient for people who are paying by credit card, and MLA assures us it is a secure transaction. New members can also join online.

If you are interested in applying for the 2001-2002 NLM Associate Fellowship Program the deadline is February 16, 2001. U.S. and Canadian library information professionals and graduate students completing their degrees are eligible. This is a one-year appointment and offers a stipend of \$35,310. Information is available on NLM's web site or by phone at 301-594-2899.

Prior to ALA's midwinter meeting, MLA, NLM and the Public Library Association will host a consumer health conference. "The Public Library and Consumer Health: Meeting Community Needs Through Resource Identification and Collaboration" will be held January 10-11, 2001 at the Hyatt Regency on Capitol Hill, Washington, DC. **Tom Ferguson, M.D.** will give the keynote address and there will be five MLA-approved CE courses. MLA members can earn six MLA CE contact hours. The conference website is at <http://www.pla.org/consumerhealth.html>

Here's wishing the best for all of you in 2001.

Sarah Gable, Chapter Council Representative
Jan LaBeause, Chapter Council Alternate

Benchmarking Project

PHASE I OF THE BENCHMARKING PROJECT HAS ENDED! WHAT IS NEXT?

MLA's benchmarking project has completed Phase I! Hope many of you participated in looking at the questions and made suggestions and comments!! The deadline for 100 libraries to enter their data was December 1st. That means the project will now prepare to open its doors to hospital libraries for full data collection for the live database. The Taskforce members will review the comments made by the beta test participants and revise the software accordingly. When the project presents the live database, participants will be able to find comparable benchmarking partners.

In May, 1999, the MLA Board charged the Benchmarking Taskforce "to define, develop, and evaluate a coordinated and comprehensive web-based medical library benchmarking tool." This initiative is to provide opportunities for hospital, academic and special health libraries to learn about benchmarking and establish "best practices."

Benchmarking is:

- a process used to determine and implement a "better way" to do a job;
- a way to evaluate performance;
- based on the belief that someone is doing some things better than you are"
- designed to assist you in improving you own performance by allowing you to find out how other organizations do things and to adopt the "best practices."

Benchmarking is NOT counting. It is NOT comparing the count of resources of libraries (e.g. the number of books in each library), or comparing the number of completed processes (e.g. the number of ILLs filled in each library). These activities have value but they are not benchmarking.

Benchmarking does involve comparability. Benchmarking makes resources and processes comparable between institutions (e.g. the number of librarians per number of medical staff or the number of books per total hospital employees). The value of benchmarking is that it allows you to compare your library's processes to other institutions. It helps you justify expenditures for collection development, staffing, new services, infrastructure, etc.

During Phase I, Benchmarking Task Force members addressed participant's questions, which will also be relevant for Phase II data entry, such as the following:

- Can we skip fields on the data worksheets if we don't have the data or it is too difficult to obtain?
Answer: YES. Enter the data to the best of your abilities.
- Once we add our data in the beta test database, will we need to re-enter it for the live database? Answer: NO, not unless you want to update it.
- What if we serve a hospital system with more than one hospital? Answer: look at the Health System questionnaire section of the worksheets. The Task Force has tried to take into account health systems. Make comments freely as you enter the data.

In Phase II of the project, the database will be "live". The database may have added data elements based on the comments from the beta test. There will be full data collection and a report interface will be developed. During Phase II institutions will be connected with benchmarking partners.

Phase III will be an expansion of the project to link MLA benchmark data to other organizations' data (e.g., AAHSLD), to expand benchmarking data for specialty libraries and services (e.g., consumer health), to

continued on p.15

Professional Development Committee

Way to GO!

Southern Chapter's Professional Development Committee is pleased to report that one hundred and one people took advantage of the personal development and professional certification opportunities afforded by seven different Continuing Education classes. An average of 14+ people per class participated in either half day or full day sessions including:

Bringing Your Library's Resources to the Web, taught by Chandra Alston, University of Tennessee Health Science Center, Computing and Technology Division.

Quality Filtering: Principles of Evidence-Based Medicine, taught by Nunzia Giuse, Rebecca Jerome, Sandra Martin, Marcia Epelbaum, Vanderbilt University Medical Center Library.

Using New DOCLINE, taught by Beth M. Wescott, National Network/Libraries of Medicine, Southeastern/Atlantic Region.

Building and Managing Your Digital Library, taught by Scott Garrison, Duke University Medical Center Library.

Serials Management, taught by Jett McCann, EBSCO Information Services.

Keeping up with NLM's PubMed, taught by Toni Yancey, National Network/Libraries of Medicine, Southeastern Atlantic Region.

Management Basics, taught by Dr. Marjorie Icenogle, Professor of Management at the University of South Alabama, Mitchell College of Management (a last minute replacement for Dr. Bennett).

We are indebted to our many wonderful instructors, and I would encourage you say, "Thank you!" when you see them. Every one of the classes garnered excellent evaluations. Whenever you take time to write thoughtful comments after class, the instructors truly do take them to heart. I've already heard from Nunzia Guise, for example, that based on feedback from the *Quality Filtering* course, the instructors have decided to change the name to better reflect the content of the course. The new name of the class will be *Quality Filtering: Critical Appraisal and Synthesis of the Biomedical Literature*.

Plans are well underway for next year's Triple Chapter meeting in New Orleans from October 24-28, 2001. The Professional Development Committee has received numerous suggestions for as many as fifteen Continuing Education classes to be offered on Wednesday, Thursday and Sunday. If you've been meaning to send us *your* idea for a class, there's still time. Committee members for this year include:

Rebecca Fehrenbach, GA

Joy Harriman, AL

Sue Felber, FL

Sarah Adcock, MS

Nilca Parrilla, PR

Jan Cambre, SC

Jan Orick, TN

Submitted by Rebecca Fehrenbach

Around the South

Medical University of South Carolina Library Opens 24/7 Room

The beginning of Fall 2000 semester brought the introduction of the MUSC Library's new 24/7 Room providing students a place to study, rest, or meet with



24/7 Room Lounge Area

classmates anytime—24 hours a day, 7 days a week! The 2000 square foot facility features enclosed study

rooms for group discussions and projects, individual study desks, computer and printing capabilities, as well as a lounge area with comfortable seating. Library personnel collaborated with the University's Student Government Association and Department of Public Safety to create a functional, comfortable, and safe environment. Around-the-clock access to the area hinges on a keyless security system that is being implemented across the MUSC



24/7 Room Study Area

campus and hospital facilities. Students' University identification badges are specially coded to work with a proximity card reader attached to the 24/7 Room door. "Because the area has 24-hour access, it's much more efficient for students as well as our library staff," said Elizabeth Connor, Assistant Director of Libraries for Public Services and Education. "We wanted to create a room where students can study and collaborate with other students, a place that everyone can feel safe and secure at any hour of the day."

Submitted by Miriam Tomblin and Lynn Herbert

Personals

Jan LaBeause Named Director and President-Elect

Jan LaBeause, MLS, AHIP, has been named Director of the Medical Library & Peyton T. Anderson Learning Resources Center and Associate Professor of Library Science at Mercer University School of Medicine, Macon, Georgia. Jan came to Mercer seven years ago as Associate Director, and has served as Interim Director since Dr. Jocelyn Rankin's retirement earlier this year.



LaBeause

Jan has also been elected President-Elect of the Georgia Rural Health Association. GRHA, established in 1981, is a non-profit, multidisciplinary organization dedicated to "educating and advocating for rural Georgia." To bring the health care concerns of rural Georgians to the attention of Georgia's legislators, GRHA sponsors a Rural Health Care Crisis Day at the Capitol during the legislative session each Winter. Jan will be the first librarian ever elected president of GRHA.

Retirees Honored

At a dinner in Nashville on 8th November 2000, three health science librarians were honored on the occasion of their recent or impending retirements. They were **Judith Hodges** (Middle Tennessee School of Anesthesia) **Mattie McHollin** (Meharry Medical College) and **Edith McHenry** (Cookeville General Hospital).

Each was presented with a desk clock in recognition of their years of service to the health sciences library profession in Middle Tennessee.

Julita Awkard, former FAMU Nursing/Allied Health Sciences Librarian and recently retired (12/31/00) Science Research Center Library Manager is being honored at a January 20, 2001 banquet. The banquet will be held at the Ramada Inn North on January 20, 2001 at 6 pm. Mary Hall or Carolyn Bivens are the contacts for the event.(850 599-3330)

Hospital Libraries Committee

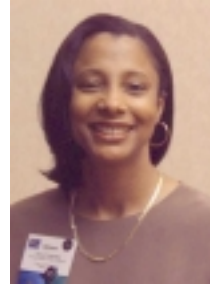


Fay Evatt

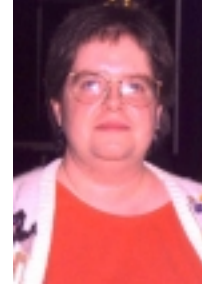
Congratulations to **Fay Evatt**, Atlanta Medical Center, Southern Chapter's Hospital Librarian of the Year. Beloved by clientele and colleagues alike, Fay demonstrates the best of hospital librarianship, serving for many years within the Atlanta Consortium and GHSLA.

Congratulations to recipients of the Martha Watkins Scholarships : **Arlene Desselles**, Georgia Baptist Nursing

School, Atlanta, GA, and **Jan Burns**, Veterans Administration Medical Center, Birmingham, AL. Thanks to **Jan LeBeause** and **Linda Flavin** for raffling their beautiful handcrafted items which raised an additional \$400.00 for the fund this year.



Arlene Desselles



Jan Burns

Thanks to **Tom Williams**, **Judy Burnham**, **Geneva Bush**, **Sally Murray**, and all the other USA staff who contributed to making our Mobile meeting one of the best ever. And thanks to all of our members who presented papers and poster sessions by sharing their accomplishments in marketing, consumer health, electronic resources, knowledge management, and technology utilization; half of these presentations were made by members who work in hospital settings.

Welcome to **Janice Debose**, Pascagoula, MS, the newest member of our Hospital Library Committee, who joins returning members **Doris Pritchard**, TN, **Cathy Woolbright**, GA, **Thomas Hill**, SC, and **Deb Lawless**, FL, as we begin to make plans for next year's joint meeting in New Orleans. We received good ideas for future CE and programs during a brainstorming session at our Hospital Librarians' Luncheon. Let us know as you have other ideas. **Eileen Stanley**, our luncheon speaker, emphasized the importance of the AHIP program to our professional development and reiterated that one does not have to attend annual MLA meetings to belong to AHIP or to belong to MLA committees.

Linda Garr Markwell's presentation on the MLA benchmarking program was priceless. Who else would corral chapter and national leaders into a cheerleading squad for benchmarking? Linda continues to facilitate communication between MLA and the membership to work out the details of data input and subsequent utilization. As always, Linda is a superb advocate; let her know your concerns.

Need another interlibrary loan consortium? Check out FreeShare, a new cross-regional library group that fills document delivery requests free of charge on a reciprocal basis. Contact **Beth Wescott**, 800-338-7657 or bwesc001@umaryland.edu for additional information.

Mary Fran Prottzman
Chair, Hospital Libraries Committee

Submitted by Mary Fran Prottzman

Research Spotlight

*Steven L. MacCall, PhD., Assistant Professor,
School of Library and Information Studies, The
University of Alabama, Tuscaloosa, Alabama
talks about his research projects.*

Q: How did you decide on librarianship as a career?

A: The first job that I had in a medical library was as a part time paraprofessional working the information services desk at the Houston Academy of Medicine-Texas Medical Center Library. I had a great supervisor in Barbara McNamee (who is now at the Medical College of Ohio). She ran a superb paraprofessional program. I was so well trained for that position that I had a leg up when I went off to pursue my masters degree at the University of North Texas (UNT), Denton, Texas. More importantly, I fell in love with medical libraries. I enjoyed working with a variety of highly motivated patrons, ranging from biomedical researchers to patients who have just come out of doctors' offices. That's also where I learned that the academic health sciences information services desk can be a quite dramatic place to work! Literally anyone can walk through that door.

Q: What was your initial interest in research?

A: Under the guidance of Dr. Ana D. Cleveland, I decided on a Ph.D. program at UNT in order to pursue some of the research questions that were emerging from the use of the Internet and World Wide Web in medical practice and consumer health.

Q: Please describe your doctoral research project.

A: My dissertation entitled, *A Theory for the Measurement of Internal Information Retrieval*, examined a technical problem concerning the measurement of web-based information retrieval tool performance. Basically, I analyzed the problems associated with using traditional recall and precision measures and suggested a new measure called the CBC Ratio that accounted for subjective relevance judgments and the dynamic nature of distributed web-based documents.

Q: Tell us about your role at University of Alabama.

A: I joined The University of Alabama in 1997 as a Lecturer and after completing my Ph.D. in 1999, I was promoted to Assistant Professor in the School of Library and Information Studies.

Q: What are some of your current research interests?

A: My current research revolves around the development of software tools and techniques for library and information professionals to use for the management of large-scale link collections inherent in digital libraries.

For example, in conjunction with Ana Cleveland at the University of North Texas School of Library and Information Sciences, we are looking at the feasibility of managing clinical digital libraries on the order of some 500,000 links to various high quality web and subscription resources. This project aims to develop and test a model for health sciences libraries to provide professional digital library services to their offsite (including rural) clinical users. Information on this project is available at <http://www.cdip.org/>.

I will be able to use the CBC Ratio developed in my dissertation to determine whether end users are more successful at finding relevant information using their professionally managed clinical digital library as compared to other web-based search tools.

Q: How important do you think research is to librarianship as a profession and a science?

A: We are at a point now where basic research is impacting the professional practice of library and information professionals. For a long time, this was not the case because the physical library model was so well developed. **However, in the digital library**

continued on p.14

Research Spotlight

continued from p. 13

environment, there is still much research to do!

Q: Would you like to try to single out a research issue that would truly advance our profession?

A: A major question that the profession needs to address is the issue of how to balance the needs of those patrons who come to the library with the needs of those patrons who use digital libraries, especially in the one-person hospital library environment.

Current Papers and Presentations:

Publications

1. Cleveland, A.D., MacCall, S.L., Prather, I.D., McKnight, J.T., Gibson, I.E., & Morrow, J. "[The Clinical Digital Libraries Project: An Experiment of the Feasibility of Providing Large Scale Professional Digital Library Services to Clinical Users.](#)" Proceedings of the [Eighth International Congress of Medical Librarianship](#).
2. Prather, I.D., MacCall, S.L., Cleveland, A.D., Johnson, L.S., & Morrow, J. "The Clinical Digital Libraries Project." Abstract. Journal of the American Osteopathic Association, 1999, in press.
3. MacCall, S.L., Cleveland, A.D., & Gibson, I.E. "[Outline and Preliminary Evaluation of the Classical Digital Library Model.](#)" Proceedings of the American Society for Information Science [1999 Annual Meeting](#), 1999, pp. 33-46.
4. MacCall, S.L. & Cleveland, A.D. "A Relevance-based Quantitative Measure for Internet Information Retrieval Evaluation." Proceedings of the American Society for Information Science [1999 Annual Meeting](#), 1999, pp. 763-768.
5. MacCall, S.L. "The Web in Actual Clinical Practice: Problems and Prospects." Journal of the Medical Association of the State of Alabama, 1999, Vol. 3, No. 3/4, pp. 12-17.
6. MacCall, S.L. (1998). Relevance Reliability in Cyberspace: Toward Theory and Measurement of Internet Information Retrieval. Proceedings of the American Society for Information Science [1998 Annual Meeting](#), pp. 13-22.
7. MacCall, S.L., Edgar, W.B., & Herring, S.D. (1998). Patterns of Professional Practice in the

Digital Collections of U.S. Public Libraries. Proceedings of the American Society for Information Science [1998 Annual Meeting](#), pp. 253-59.

8. MacCall, S.L. (Winter, 1997). A Metastrategy for World Wide Web Information Retrieval in Clinical Medicine. [Medical Reference Services Quarterly](#), 16(4):69-74.
9. MacCall, S.L., Whitham, J.A. & McNulty, H. (1997). Against Search Engines in Primary Care: A Model for Organizing POEMs in the WWW Environment. Extended Abstract. Journal of the American Medical Informatics Association: Symposium Supplement. The Emergence of 'Internetable Health Care. Systems That Really Work: Proceedings of the 1997 American Medical Informatics Association [Annual Fall Symposium, Nashville, TN, October 25-29, 1997](#). Bethesda, MD: American Medical Informatics Association, p. 965.
10. Prather, I.D., Whitham, J.A., McNulty, H., & MacCall, S.L. (1996). Physicians Accessing the Internet. Letter to the Editor. Journal of the American Medical Association (Online Edition). Vol. 276, No. 15, URL: http://www.ama-assn.org/sci-pubs/journals/archive/jama/vol_276/no_15/pailtrs.htm.
11. MacCall, S.L., Whitham, J.A. & McNulty, H. (1996). World Wide Web Instruction in the Family Practice Teaching Clinic. Abstract. Journal of the American Osteopathic Association. Vol. 96, No. 9, p. 565.
12. Prather, I.D., Migala, H.F., Johnson, L.S., & MacCall, S.L. (1996). Preparing Residents for Rural Family Practice: An Integrated Approach. Abstract. Journal of the American Osteopathic Association. September, 1996, Vol. 96, No. 9, p. 565.

PRESENTATIONS

1. "Consistency Management: The Key to the Successful Large Scale Professional Clinical Digital Library Service Provision." Medical Library Association [2000 Annual Meeting](#), Vancouver, BC, May, 2000. (With A.D. Cleveland, Ph.D. & Eur.Eng. I.E. Gibson, M.S.).
2. "Internet2, Multimedia and the Classical Digital Library: Current Activities and Future Opportunities." [Southeastern Universities Research Association](#) Advanced Network Applications Workshop, Birmingham, AL, September 1999. (With Eur.Eng. I. E. Gibson M.A.)

continued on p.15

Research Spotlight

continued from p.14

3. "Roundtable on Global Health Digital Libraries." [Global Health Council](#) Annual Meeting, Washington, D.C., June 1999. (With A.D. Cleveland, Ph.D. & H.F. Migala, M.S.)
4. "The Clinical Digital Libraries Project: An Interdisciplinary Approach to Providing Information Services to Off-Site Users." [Medical Library Association](#) Annual Meeting, Chicago, IL, May, 1999 (With A.D. Cleveland, Ph.D., L.R. Russell, M.L.S., N. Williams, M.L.S., M. Cook, M.L.S. R. Beals, D.O., & K. Herron.)
5. "The Clinical Digital Libraries Project." Poster. Texas Rural Health Association Annual Meeting, Austin, TX, September, 1998. (With A.D. Cleveland, Ph.D. & D. Knight)
6. "Meeting the Unique Needs of Rural Clinical Medicine: An Integrated Approach to Educating Family Practice Residents." Poster. Texas Rural Health Association Annual Meeting, Austin, TX, September, 1997. (With I.D. Prather, D.O. & L.S. Johnson, M.S.W.)
7. "Using the World Wide Web in the Family Practice Teaching Clinic: Presenting the Seminary Clinic Bookmark Collection." [Medical Library Association](#) Annual Meeting, Seattle, WA, May 1997. (With J.A. Whitham, D.O. & H. McNulty, D.O.)

Additional information on Steven MacCall's publications and presentations including links to full text is available at <http://bama.ua.edu/~smaccall/vita.htm>

Submitted by Helvi McCall, Research Committee.

Benchmarking Project

continued from p.9

develop and provide formulae to serve as outcome measures and to develop criteria and a list of institutions with "best practices".

Your Southern Chapter Benchmarking Educators have continued to pursue an answer from MLA to a very important question. What opportunities will personal or individual MLA members have to participate in the benchmarking project, since the project was designed to be a benefit of institutional MLA membership? The only answer received to date is "MLA does NOT yet know what access personal MLA members will have to the benchmarking data. There is no benchmarking product YET, so NO decisions yet. This does NOT mean that MLA will not allow individual or personal members to have full access, it just means that MLA does not have any details YET about how it will work." This answer was not satisfying to the Educators, so another message has been sent to MLA stressing that there needs to be a resolution of this major concern of MLA personal members. The Benchmarking educators will keep you informed about any communication from MLA in answer to this question.

**"Watch for announcements
for Phase II to begin in
2001."**

Watch for announcements for Phase II to begin in 2001. Once the database is fully operational, there will be great new ways to use the data like tying benchmarking data with JCAHO performance indicators.

To find out more, sign into the benchmarking section of the members-only MLANET (www.mlanet.org/members.benchmark), and watch *MLA News*, *National Network* and *MLA-Focus* for more announcements. Want to talk to someone about it? Contact **Linda Garr Markwell** (liblgm@emory.edu), **Kay McCall** (mccall_kay@piedmont.promina.org) or **Kate Corcoran** (Corcoran@mlahq.org) for more information.

Submitted by Linda Garr Markwell and Kay McCall

Call for Abstracts

CALL FOR ABSTRACTS FOR CONTRIBUTED PAPERS AND POSTERS FOR THE MEDICAL LIBRARY ASSOCIATION TRIPLE CHAPTER MEETING 2001 IN NEW ORLEANS

You are invited to submit proposals for contributed papers and posters for the Medical Library Association Triple Chapter Meeting in New Orleans, LA. The Midcontinental, Southern, and South Central Chapters of MLA are meeting, Oct. 24-28, 2001. You are encouraged to send your structured abstracts now to Jon Eldredge for contributed papers and to Alice Burnett for posters. See the sections below for more details on contacts.

Two articles you might consult that offer advice on how to write structured abstracts are:

Ad Hoc Working Group for Critical Appraisal of the Medical Literature. A proposal for more informative abstracts. *Annals of Internal Medicine* 1987 Apr.106(4): 598-604.

Haynes RB et al. More informative abstracts revisited. *Annals of Internal Medicine* 1990 Jul. 1;113(1): 69-76.

To review a sample structured abstract for submitting a contributed paper or a poster for MLA annual meetings, go to: <http://hubnet.buffalo.edu/mla/abstract.html>

Please submit a structured abstract (250-word maximum) describing your presentation. Explain the concepts you propose to present. Your submission should include a list of authors and institutional affiliations. The deadline for submissions will be Apr. 2, 2001.

CONTRIBUTED PAPERS

Contributed papers sessions will occur 2-5 p.m. on Friday, Oct. 26, 2001. There will be six concurrent sessions, 8 papers per session and 15 minutes per paper. Preferred method of submission is by e-mail. To submit an abstract, send it to Jon Eldredge. Jon is willing to work with anyone interested in developing their paper or the structured abstract.

POSTERS

Poster space will be available 6 a.m. –4 p.m. on Saturday, Oct. 27, 2001. Your poster must be attended from 9-10 a.m. Setup will be from 6-9 a.m. and breakdown must be completed by 4 p.m. on the same day. There will be 35-45 posters. An 8' x 4' board and a table will be provided for each poster. Preferred method of submission is by e-mail. To submit an abstract, send it to Alice Burnett. Alice is willing to work with anyone interested in developing their poster or the structured abstract.

SUBMISSION DEADLINE: APRIL 2, 2001

Jon Eldredge
Contributed papers, Chair
Email: jeldredge@salud.unm.edu
Mail: UNM Health Sciences Center Library
Albuquerque, NM 87131-5686
Phone no.: 505-272-0654 Fax: 505-272-5350

Alice Burnett
Posters, Chair
Email: aburne@lsuhsc.edu
Mail: LSUHSC Library
1501 Kings Hwy.
P.O. Box 33932
Shreveport, LA 71130-3932
Phone no: 318-675-5458 Fax: 318-675-5442

Personals

Fay Evatt Awarded Hospital Librarian of the Year 2000



Evatt

Fay Evatt – Librarian for over 35 years at Georgia Baptist Hospital (now called Atlanta Medical Center) – was awarded the Hospital Librarian of the Year 2000 by the Southern Chapter of MLA. Fay came to Baptist in 1964, starting with two small rooms with only 50 books and 20 journals! She designed the current state of the art library in 1994, which now houses over 5,000 books and 300 journal subscriptions. Fay put in the first computer system in an Atlanta library in 1981 and established the residency support program at Baptist, which is ongoing today.

Professionally Fay is a member of MLA, SLA, GHLSA, and AHSLA and was a founding member and organizer of the Atlanta Health Sciences Library Consortium in 1974. She has served as vice-president of this organization, Program Chair for GHSLA for many years as well as treasurer, vice president and president of GHSLA. In fact, Fay took the first CE course for the GHSLA – taught by Miriam Libby. The topic was “reference sources.”

Fay received the 30-year service award from Baptist and has received their highest honor – The Extra Service to Patients (ESP) award. Fay is planning her retirement for December of 2001 and we think that winning the Hospital Librarian of the year from her peers at the Southern Chapter of MLA is a fitting tribute to her years of service to her hospital and to her community.

Submitted by Paula Christian



Lett

Rosalind Lett In the News

Rosalind Lett is a librarian who clearly knows how to get things done. During the last few months, Ros has been pictured in the newspaper, heard over the radio, transmitted via satellite and is soon to appear in print.

If you had been listening to WYZE Radio on October 27th, you would have heard Ros being interviewed about Medical Libraries and Accessing Information on the Web. She served as the MLA spokesperson for National Medical Librarian's Month. On November 5th her picture was on the front page of the *Atlanta Constitution* in connection with the story about the flu vaccine shortage. On November 15th she was a panelist on the MLA Teleconference on Electronic Journals. And, at the end of November she submitted a chapter on Hospital Libraries to the *Encyclopedia of Library and Information Science*.

As Ros says, “That’s it.”

Chapter Council News

MEDICAL LIBRARY ASSOCIATION Fall Board Meeting Summary Minutes for Chapter Council

NOTE: What follows is M.J. Tooley's report on what occurred at the Board Meeting – it is not the official record.

Thursday, September 7

The Fall Meeting of the MLA Board of was called to order by President Michael Homan at 2:00 pm on September 7 in Chicago.

Minutes were approved.

We knew it was going to be a meaty meeting when Michael told us that much of what was discussed in the Executive Session that morning would be folded into our agenda. We spent a good deal of our time at this particular meeting doing a lot of intellectual work – strategizing, planning, evaluating.

Usually the Treasurer's report and business plan are done at the beginning but we elected to hold off on the discussion until the next day. However, I will report here.

We discussed the three different presidents and their priorities. Frieda focused on promoting the value of the profession, research, and public relations. Michael wants to continue promoting, especially the concept of the virtual association (MLAnet, e-publications, news) and he wants to review the strategic plan. Carol hopes to focus on positioning our organization for the future including MLA's educational role, recruitment and retention. Each president brings different priorities to the office. How can we make sure there is continuity and ongoing funding and support for projects after the president has left office? The Board discussed that and prioritized things within three categories – the Virtual Association, Promotion, and Education. The business plan will then be built around those priorities and presented at the February Board meeting.

The treasury is sound for now. MLA has really benefited from the strong stock market. There was considerable discussion regarding institutional benefits and dues. More study is needed.

The Board approved the Cancer Libraries Section's request to do fund raising for annual meeting programming.

The Awards Committee brought forth a motion that the MLA President notify award winners. The Board modified the motion so that it could be the President or his designee.

There has been much discussion at the last three Board meetings regarding the International Cooperation Section's Sister Library Initiative in Latvia and Antigua. The Board is still not clear on many of the issues surrounding and the ongoing viability of the project. It was sent back to the ICS again with further questions.

The name of the Medical School Libraries Section was first changed last year to the Library Management and Leadership Section. They have requested a refinement to become the Leadership and Management Section. It was approved.

The National Forum on Information Literacy was investigated at the request of the Board by the Public
continued on p.20

Around the South

News from the University of Florida Health Science Center Libraries

Congratulations go out to the HSCL's PubMed tutorial group for their recent **Davis Productivity Award** at the University of Florida. Reference Librarians **Barbara Francis, Tara Tobin, Ramona Miller, Susan McCullough, and Lori Driscoll** created the online PubMed tutorial (<http://www.library.health.ufl.edu/>) that has received world-wide recognition. They were honored with a plaque and invited to attend a luncheon on November 16th to honor their achievements. The Davis Productivity Awards are presented annually to honor groups and individuals in Florida state government for significantly increased productivity in delivering state services and products.

Reference Librarian, **Nancy Schaefer**, attended the American Public Health Association's Annual Meeting in Boston from November 12-16, 2000. Nancy is the HSCL's Liaison Librarian serving Public Health.

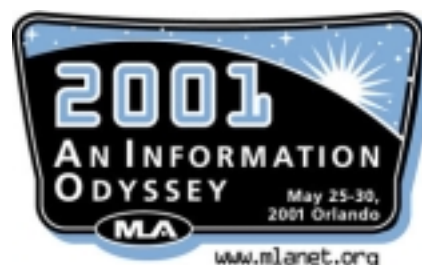
Several HSCL Librarians attended the Southern Chapter meeting of MLA in Mobile, Alabama from October 20-24, 2000. Representing the HSCL were **Faith Meakin, Myra Sterrett, and Peggy Hsu** from the main library on the Gainesville campus, and **Pamela Neumann, Sandra Canham, and Susan McCullough** from the Borland Library on the Jacksonville campus.

The HSCL Director, **Faith Meakin**, attended the AAMC/AAHSL meeting in Chicago from October 27-31, 2000. Faith is a member of the AAHSL's Taskforce on Leadership and attended a "Create Change" workshop during this meeting.

The HSC Libraries welcome the newest members of the Reference Department, **Rae Jesano** and **Pamela Sherwill-Navarro**, to our staff. Rae comes to us from All Children's Hospital Medical Library in St. Petersburg, Florida. Rae is coming home to us, as she began her career in the library world as a Library Technical Assistant after graduating from UF. Pamela comes to us from Bayfront Medical Center library in St. Petersburg as well. We welcome Rae

and Pamela!

Reminder - MLA 2001:



An Information Odyssey is coming up soon in Orlando, Florida! Our Director, **Faith Meakin**, is chair of the local arrangements committee and is looking for a few good volunteers. Visit our local site and volunteer at <http://www.library.health.ufl.edu/MLA2001/MLAindex.htm>. We hope to see you in Orlando next May!

Submitted by Rae Jesano

Mississippi News

A joint meeting of the Mississippi Biomedical Library Consortium and the Health Sciences Library Association of Louisiana was held in Vicksburg, November 10. **Lynn Fortney**, director of the Biomedical Division, EBSCO Information Services was the featured speaker. Lynn's topic was "The Use and Management of Electronic Serials." The joint meeting was so well received that another is being planned for a future date. During the lunch hour, the MBLC held its fall business meeting. Officers for the new year were elected: President, **Carol Sistrunk** (VA Hospital, Jackson); Vice-president, **Janice Debose** (Singing River Hospital, Pascagoula); Secretary/Treasurer, **Connie Machado** (Rowland Medical Library, Jackson); Union List Coordinator, **John Lucas** (Rowland Medical Library, Jackson).

Submitted by Mary Lillian Randle

Chapter Council News

continued from p.18

Services Section's IME SIG and found to be worthwhile. MLA will become a member.

Group site licenses – MLA will have information on how to do consortial agreements on MLANET and a CE on negotiating skills for licenses is being developed.

The Board continues to discuss a revision of "A Challenge to Action" to see if there are standards that can be developed in support of library resources in a university setting similar to those that the ABA has for law libraries.

The model bylaws have been revised to better reflect the differences in structure and governance between sections and chapters. NOTE: Every chapter should have received a copy of the new model bylaws by now. Council members please verify.

A two-year task force will be appointed to study the MLA annual meeting schedule in the light of a move to a virtual association.

The issue of library school accreditation merited a lot of discussion. ALA is rethinking how accreditation is done. There was much discussion regarding MLA's role in this process. MLA has representatives on the task force. The Board agreed that we need more information and will contact our representatives and the Medical Library Education Section to seek out their opinions regarding the importance of accreditation and/or the need to accredit health sciences library programs.

There was a big discussion on MLA vision statement as a starting point for review of the strategic plan. After many tries, this phrase was adopted as a vision for the organization. **QUALITY INFORMATION FOR IMPROVED HEALTH.**

Carol shared her draft priorities with us – I will get the final ones in February. Generally, we are looking at advocacy, recruitment and education.

The report from MLANET is that everything is getting better and better especially with the upgrade to the T-1 line. Have you noticed a difference? Upcoming projects – e-Bulletin, improved employment site, completion of benchmarking, Fall 2000 elections site, advertising. The goal is to make MLANET truly a tool for the members.

We reviewed the fall chapter meeting script and the fall meeting schedule – the script was good, the schedule was bad. I added benchmarking, hospital library PR, promoting the Majors Award, and the Roundtables to the script. This year was probably the worst in terms of adjacency and overlap. What can we as Council do about this?

As a result of focus groups held last September and at the Annual Meeting, a public relations action plan was developed for hospital librarians.

Another big discussion topic – the Informationist concept as advocated in the article by Florance and Davidoff. Scott Plutchak has an editorial, available on MLANET, that further explores the concept. The Board discussion revolved around making sure that MLA has a presence at the table in future discussions regarding the concept especially with NLM and AMIA. The Board commended the Philadelphia Chapter for their program to take place on 10/17 that will have Florance, Davidoff, and McGowan discussing the concept.

continued on p.21

Around the South

University of Mississippi Medical Center News

Gongchao Yang has received notification of his acceptance in the Academy of Health Information Professionals at the Membership level. The Academy has granted Distinguished Membership to **Connie Machado, Helvi McCall, Virginia Segrest, and Walter Morton.**

Ardis Haaland is serving as the 2000-2001 President of the Faculty Senate at the Medical Center. **Walter Morton** was elected an alternate representing the UMC Division.

Ada Seltzer, Ardis Haaland, Helvi McCall, Jennifer Lyle, John Lucas, Sarah Adcock, Walter Morton, and Gongchao Yang attended the MLA Satellite Teleconference "The Effects of E-Journals on Your Library" at Rowland Medical Library on November 15, 2000.

Helvi McCall, Reference Librarian, **Connie Machado**, Head of Cataloging, and **Ada Seltzer**, Director of the Library had a poster session at the 2000 MLA/ Southern Chapter Meeting. The title of the post was "Developing a Local Web-Based Patient Education Database."

Ada Seltzer, director of Rowland Medical Library

was given a special award for her contribution to patient education at the 2000 Patient Educator of the Year Awards presented by the Pathfinders on November 8, 2000.

Rowland Medical Library has been awarded a contract by NNLM, Southeastern Atlantic Region to provide public access to electronic health information. The project will establish a consumer health center in the Jackson Medical Mall. As part of this contract, area public librarians will be trained to use electronic health information sources to improve access to health information for the general public.

Friends of the Rowland Medical Library held the fourth annual "Dessert by Candlelight" fundraiser on November 17, 2000 at the Mississippi Museum of Arts in downtown Jackson. The evening featured desserts, wines, coffees, and special art exhibits including "Mississippi Watercolor Society Grand National Watercolor Exhibition," "Seven Presidents: The Art of Oliphant," and "Celebrating the Creative Spirit: Contemporary Southeastern Furniture." A silent auction of craft items by UMC artists and the sale of small craft pieces were held. Almost 200 friends of the library participated in this annual event.

Submitted by Gongchao Yang

Chapter Council News

continued from p.20

(Applause, applause Philadelphia!). McGowan, Jenkins, Shipman, and Tooey have been appointed to a task force to investigate and monitor progress.

IFLA will be held in Boston in 2001. Carla Funk is on the planning committee and hope there is a big MLA presence.

The Section Council report focused on problems with recruitment, retention, and attracting officers within sections (sound familiar?). They are migrating their listserv.

In my report I distributed our goals and objectives for this year. I summarized Council meeting in May and accepted congratulations for the success of our Roundtable Luncheon last year. I reported on the fine discussion we had regarding chapter finances. I mentioned the CE Task Force and the good discussion that we had with Katy Nesbitt regarding CE and the chapters. I also brought up the Vendor Relations Task Force.

continued on p.22

Chapter Council News

continued from p.21

There's a lot of stuff going on with Governmental Relations.

PCI, MLA's public relations firm, has really done a fine job of getting MLA placed in the media. For example, I was quoted in Consumer Reports on Health, I will be on a TV show next week, and will be training Baltimore Sun reporters also next week. These opportunities were all generated by PCI.

MLA's publishing program is moving ahead. The remaining Forbes publishing books will be marketed by a division of Majors. Plans are underway for the electronic version of the BMLA. Nancy Clemmons is going to chair a task force to study a new name for the BMLA. MLA will be working to make the BMLA available via PubMed. There is some concern regarding the 30 day embargo period for accessing the full-text after print publication. The Books Publishing Panel has some consumer health books in the pipeline.

Regarding the Benchmarking Initiative, we were reminded that we are in a test mode and that anyone can access the data – there are no products or benefits just yet. We need to get as much data in as possible so that we can test the instrument. It was reported that in a number of chapters there will be special presentations, classes, or poster sessions regarding the initiative.

We have a full slate for offices this fall. For President: Linda Watson and Cindy Goldstein; for Board: Diana Cunningham, Patricia Hamilton, Ruth Holst, Debra Ketchell, Debra Rand; For Nominating Committee: Alexandra Dimitroff, Craig Haynes, Janice Kelley, Eve-Marie La Croix, Rosalind Lett, Diane Schwartz, Janis Brown, Jody Guenther, Virginia Lingle, Faith Meakin, Neil Rambo, Jean Sayre, Marianne Comegys, Laura Gerwitz, Anna M. Habetler, T. Scott Plutchak, Nancy Ottman Press, Patricia Thibodeau.

The annual meeting evaluations for 2000 were very good. The meeting received a 3.45 on a four point scale.

The Membership Committee is working hard especially adding in some guidelines for minority recruitment.

The Mentoring Task Force, led by Craig Haynes, is going full speed ahead with mission statements and putting some structure into their work.

The Cunningham Fellowship Task Force will have a report by February.

CE is as usual, working hard. Over 900 people took courses in Vancouver. They are working hard on the November 15 Teleconference on electronic publishing. Web-based courses are coming. 35 courses will be offered in Orlando.

Submitted by M.J. Tooley

SC/MLA and ALHeLA Annual Meeting 2000

**Excerpts from *A Walk down Memory Lane*
Co-Presentation with William D. Postell, Jr.
T. Mark Hodges**

“Thirty years ago this month, I stood at this podium for the first time. It was my first Southern Chapter meeting. The year was 1970, and the place was Houston. Yes, Houston, for Texas in those days was a part of the Southern Chapter — and had been since the chapter’s first meeting in 1951. Though, as we shall see, it was not to be that way for much longer....”

“I had come south from Boston earlier that year to head the newly formed Southeastern RML (Regional Medical Library) Program at Emory. My presentation then, as today, was a joint one. The topic was RML Programs in the South, and the other speaker was Donald Hendricks of the South Central RML Program. In the printed program in those days, you had a title: Mr., Mrs., Miss, or Dr. (Ms was still a few years away). He was Doctor; I was Mister.

I was a little apprehensive about how I would be received. You see, I came not only from New England — home of the Yankees — but also from Old England — home of the Redcoats. Add to that, I was associated with a federally funded program. And we all know that line: “I’m from the Federal Government and I’m here to help you.” Just listening to me strained one’s credulity!

Somehow I survived, even if I did come to that meeting with only the pair of pants I stood in. At least they were trousers. Jett McCann was not so lucky at the Orlando meeting when he had only the [Bermuda] shorts he’d traveled in. And I’m pleased to have been asked to stand before you again. I am grateful to the Program Committee [Lynn Fortney, chair] for letting Bill and me have the privilege of walking you down memory lane. In walking you there first, I hope I don’t steal any of Bill’s thunder...”

“I suppose the 1986 meeting was the most memorable for me — if only because I really had to worry about it. That was the year that we went to the Country Music Hall of Fame for the Welcome Reception, and drooled over Elvis Presley’s Gold

Cadillac. Thanks to the generosity of Bill and John Majors we were able to engage “Riders in the Sky” as the banquet entertainers. It was they who finally revealed to you what the T in my name stands for — “Tumbleweed.” I’ve since been dubbed “Bubba” — so I’m finally a redneck.

Elvis. How evocative the name and provocative the gyrations. But it was not until my third meeting in Memphis (1996) that he became a cult figure in our group. Sightings were reported, and Robert Louis Stevenson came out with a new book called “The Strange Case of Dr. Singarella and Mr. Presley.” How does one explain this phenomenon? Simple. The teenagers of his heyday were now the middle-aged librarians of the ’nineties. The Ghost of Elvis had become the Idol of the Climacteric. Other Memphis memories include cruising down the Mississippi and Henry Lemkau as Master of the Ducks in the Grand Lobby of the Peabody Hotel....”

“Birmingham conjures up visions of Sarah Brown, even though she had retired when we met there in 1983. She qualifies as one of the “mostest”: The most well dressed. She always dressed with flair....”

“But what about the “most undressed”? That too is a Birmingham memory, this time the 1993 meeting. We had decided to mark the retirement of Ted Srygley, which, instead of a roast, took the form of a striptease, with — as the stripper — Ada Seltzer. Poor Ted — he was decidedly hot under the collar by the time the exercise was over. It was at that same gathering that we all wore T-shirts, featuring Ted on the front. I gave mine to my daughter, and she still sleeps with him!...”

“Which meeting did I enjoy the most? The last one, of course. And the meeting that Tom Williams and his colleagues have organized here suggests my opinion will stay that way....”

Submitted by T. Mark Hodges

*SC/MLA and ALHeLA
Annual Meeting 2000*



SC/MLA and ALHeLA Meeting Participants

“The highlight of the Southern Chapter’s year occurred October 20 - 24, 2000, when the Southern Chapter of the Medical Library Association held its 50th meeting in conjunction with the Alabama Health Libraries Association’s 20th meeting....”

**Lynn Fortney
Message from the Chair**