

SOUTHERN EXPRESSIONS

Alabama Georgia Puerto Rico Tennessee
Florida Mississippi South Carolina Virgin Islands

**Volume 20, Number 4,
Fall 2004**

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Next Reporting Deadline:

December 1, 2004

Next Publication Date:

January 15, 2004



Message from the Chair **Mary Fran Prottzman**



Have you registered for our Biloxi meeting yet? If not, there's still time! Experience the Gulf Coast at its best and treat yourself to great food, fun, and fellowship. Discover the surprises that Ada has in store for us this year. The registration form is on the web <http://www.library.umc.edu/sc/Registration.pdf>.

Have you ordered your copies of our cookbook: *You Say Cuisine; I Say Vittles: The Southern Chapter Compendium of Recipes and Reminiscence*? They're a bargain at \$15.00 – a great way to round out your Christmas shopping, preserve chapter memories, and contribute to chapter funding. Many thanks to our Ham Hoc Cookbook Committee [**Tom Singarella, Martha Whaley, Jane Bridges, Sandra Canham, Clista Clanton, Justin Robertson, Ada Seltzer and Janet Fisher**, led by the irrepressible **Tom Williams**] for their diligence, perseverance, and creativity.

Have you seen the new Oral History page? Developed by **Laura Kane** and **Richard Nolan**, with advice from the rest of the History Committee [**Syliva Kyle, Kathy Torrente, Gongchao Yang, Elsa Lopez-Mertz, Mary Lynch, Pat Rodgers**, led by the inestimable **Nancy Clemmons**], the page celebrates our history. Check it out and send suggestions for additional interviews to the History Committee. http://www.scmcla.org/oral_history.htm

Looking back over the past year, we have much to celebrate within our chapter. **Sandra Franklin** got us off to a rolling start by snaring the Leadership and Management Section/MLA Education Challenge Grant, the fruits of which will be realized in Biloxi at Pat Wagner's Leadership Symposium. Our new *Southern Expressions* editors, **Clista Clanton** and **Justin Robertson**, have brought a fresh look and new content to our esteemed publication. **Taneya Koonce** supervised the movement of our web page to MLANET. The Committee Restructuring Task Force is also working assiduously on recommendations to improve our process. A record number of new persons agreed to chair and serve on committees this year. Soon many of you will be contacted about serving on committees for the coming year. Remember the old tennis saying "The more you serve, the better your game." I have certainly enjoyed serving as Chapter Chair; thanks for the opportunity. Celebrate! Celebrate! Dance to the music!

"Always dream and shoot higher than you know you can do. Don't bother just to be better than your contemporaries or predecessors. Try to be better than yourself."
-William Faulkner (Mississippian & author of some renown)

ELECTED OFFICIALS

Chair

Mary Fran Prottzman
US Army Aeromedical Center
Fort Rucker, AL
Mary.Prottzman@se.amedd.army.mil

Chair-Elect/Program Chair

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

Secretary/Treasurer

Pam Neumann
University of Florida Health Science
Center, Jacksonville
Jacksonville, FL
PNeumann@library.health.ufl.edu

Past Chair/Nominating Chair

Jocelyn Rankin
CDC Information Center
Centers for Disease Control & Prevention
Atlanta, GA
jrankin@cdc.gov

MLA Nomin Comm Candidate

Linda Markwell
Grady Hospital Branch
Health Sciences Center Library
Emory University
Atlanta, GA
liblbgm@emory.edu

Chapter Council Rep

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

Chapter Council Alternate

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

Jan Orick
St. Jude Children's Research Hospital
Memphis, TN
jan.orkick@stjude.org

Membership Database Manager

Linda Flavin
Charleston, SC
lflavin@aol.com

Parliamentarian/Historian

Jane Bridges
Memorial Health Univ Medical Center
Savannah, GA
BridgJa1@memorialhealth.com

Southern Expressions Co-Editors

Clista Clanton
Justin Robertson
(for more information see below)

SoChap-IModerator

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

Web Site Coordinator

Taneya Koonce
Eskind Biomedical Library
Vanderbilt University
Nashville, TN
taneya.koonce@vanderbilt.edu

COMMITTEE CHAIRS

Bylaws

Karen Roth
Medical Library
Morton Plan Mease Health Care
Clearwater, FL

Communications

Judy Burnham
Baugh Biomedical Library
University of South Alabama
Mobile, AL
jburnham@jaguar1.usouthal.edu

Cookbook (Ad Hoc)

Tom Williams
Baugh Biomedical Library
University of South Alabama
Mobile, AL
twilliams@bbl.usouthal.edu

Governmental Relations

Roz McConaughy
School of Medicine Library
University of South Carolina
Columbia, SC
roz@dcsmserver.med.sc.edu

History of the Southern Chapter

Nancy Clemmons
Lister Hill Library of the Health Sciences
University of Alabama at Birmingham
Birmingham, AL
nmclemmon@uab.edu

Honors & Awards

Pat Rodgers
Library Consultants
Mobile, AL
prodders@ottosvc.com

Hospital Libraries

Marilyn Teolis
Medical Library, Baptist Hospital
Nashville, TN
marilyn.teolis@baptisthospital.com

Membership

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

Nominating

Jocelyn Rankin
CDC Information Center
Centers for Disease Control & Prevention
Atlanta, GA
jrankin@cdc.gov

Professional Development

Karen Dahlen
CDC Information Center
Centers for Disease Control & Prevention
Atlanta, GA
kdahlen@cdc.gov

Program Committee

Sandra Franklin
Health Sciences Center Library
Atlanta, GA
librsf@emory.edu

Public Relations

Laura Kane
School of Medicine Library
University of South Carolina
Columbia, SC
laura@med.sc.edu

Research

Priscilla Stephenson
Health Sciences Library
University of Tennessee Health Science
Center
Memphis, TN
pstephenson@utmem.edu

Strategic Planning

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

Southern Expressions

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Medical Library Association**
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Chapter of the Medical Library
Association. Please send contributions
to the editors:

Justin Robertson

Baugh Biomedical Library
University of South Alabama
Mobile, AL 36688-0002
Voice: 251-460-7045
Fax: 251-460-7638
jroberts@bbl.usouthal.edu

Clista Clanton

Baugh Biomedical Library
University of South Alabama
Mobile, AL 36688-0002
Voice: 251-414-8210
Fax: 251-460-7638
cclanton@bbl.usouthal.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.

SC/MLA Annual Meeting 2004

“Biloxi - Connect, Collaborate and Communicate but Stay for the Fun”

One of the highlights of our chapter’s meeting is the opportunity to meet and enjoy friends and colleagues. On the Coast there are many fun attractions and activities you can enjoy with your friends or family. We think the venue, the lively Mississippi Gulf Coast, offers such a wide range of activities that you will want to spend a few extra days.

The sponsored local tours described in your packet highlight special attractions on the coast. They are offered on Thursday and Friday, October 21 and 22 for meeting attendees but can be booked at other times at your convenience. For a relaxed time-out, cruise to Ship Island with family or friends for a picnic or just to enjoy the quiet scenic beauty of beaches and shoreline. Or to learn more about man’s amazing feats in space, visit the NASA Stennis Space Center for interactive displays and shows on state-of-the art space science.

There are other recommended activities for families. On the top of the list is a visit to the Marine Life Oceanarium to see dolphins shows, sea lion skits and exotic birds. Visitors can touch, feed and play ball with dolphins!! (And you do not have to bring a child for admission.). The Lynn Meadows Discovery Center, one of the nation’s top 50 children’s museums, has lots of hands-on discovery experiences and fun for children. If you crave a “reality” type experience, you can book a trip (1-2 hours) on a real shrimp boat at Biloxi Small Craft Harbor. Ride out to the shrimp waters and watch the shrimpers haul up their nets and help sort their catch if you dare.



Marine Life Oceanarium

For many of us, attending the Annual Southern Chapter Meeting is an opportunity to sight-see and relax away from pressures of work and family. Perhaps this is your year to indulge in a secret dream or luxury. Why not escape to the Bellissimo Spa & Salon at our convention hotel or check out the luxurious European Spa and Salon down the street at the Beau Rivage. The more active among us can choose to enjoy deep sea fishing, canoeing, kayaking or playing a round of golf at one of twenty public golf courses. Our convention hotel offers discounted green fees at their own outstanding course, the Grand Bear, a Jack Nicklaus Signature Golf Course.



Minerva Antiques & Fine Arts

Not to be missed is a visit to The Walter Anderson Museum of Art in Ocean Springs and the Ohr O’Keefe Museum of Art in Biloxi. These special museums showcase the work of two extraordinary local artists.

There is 26 miles of scenic coastline to enjoy. Walk along the beach or sightsee by car. If you drive west from Biloxi on Hwy 90 and then north on 49 to Gulfport, you can shop at Prime Outlets, a site with more than 80 factory shops. If instead you continue driving west along the shoreline on Hwy 90 stop at Pass Christian, a community of lovely antebellum homes, unique specialty shops, a flea market and the Raintree Center Aquatic Gardens, a nursery of aquatic garden ponds. New Orleans is only 60 miles west of Biloxi....and so many of us will find it hard to resist a visit to the Big Easy for an extra few days.

At the many Gulf casinos nighttime activity is nonstop. Through October The Beau Rivage Resort and Casino is featuring The Red Dream, a renowned Russian circus and dance troupe in their hotel theatre. Tickets can be booked at 888-566-7469. At our convention hotel you can enjoy country rock music at the Wild Coyotes Bar over a late night drink. Our hotel, the Grand Casino also has a stage theatre onsite. Nearby, the Mississippi Coast Coliseum in Biloxi is host to the Mississippi Sea Wolves Hockey Team and from time to time headlines international entertainers. For shows scheduled in October and to book tickets please check their web sites.



Prime Factory Outlets Gulfport

October is the perfect time to enjoy the last days of summer along the Mississippi Coast. Y’all come now!!

-Submitted by Helvi McCall

Around the South:
News from Our Regional Libraries



FLORIDA

Hinks and Elaine Shimberg Health Sciences Library University of South Florida

☞ As part of the University of South Florida library system, the Shimberg Health Sciences Library will be migrating to the Ex Libris ALEPH 500 Library Management System and Web Catalog. ALEPH will replace the current management system, NOTIS. All of the Florida state university libraries are scheduled for a phased migration to the new system. The University of Florida, University of North Florida and the University of West Florida have already moved to the new ALEPH system. USF will be in the second phase of libraries scheduled for the new system and is planned to “go live” in 2005.

University of Florida Health Science Center/Jacksonville

☞ **Annual Meeting:** The 2005 Florida Health Sciences Library Association’s Annual Meeting will be held on April 20-23, 2005 in Jacksonville, FL. We will be overlooking the St. John’s River at the Adams Mark Hotel. <http://www.adamsmark.com/jacksonville/index.asp> The program committee is presently scheduling speakers and booking outstanding CE courses to fit your needs as health sciences librarians. The new Jacksonville Public Library will be open and within walking distance. Watch for upcoming announcements through the discussion list in the coming months. Please join us in Jacksonville, home of the 2005 Super Bowl.

-Submitted by Sandra Canham

☞ **Cruise Update:** We are still considering a cruise after the FHSLA meeting. It is on the Carnival Cruise Lines Celebration. We will depart Jacksonville, Saturday, April 23rd at 4 pm. Sunday will be at sea. We will arrive in Key West Monday at 7 am and depart at 3 pm. We will arrive in Nassau on Tuesday at 1 pm and depart 12 am. We will be at sea on Wednesday and return to Jacksonville at 8 am on Thursday. Family and friends are invited to go along. Please notify **Bettye Stilley** (bwstilley@sar.med.navy.mil), if you are interested.

-Submitted by Bettye Stilley

Florida Gulf Coast University

☞ **Mary Kay Hartung**, M.S.P.H., M.A.L.S., Health Professions Librarian at Florida Gulf Coast University is a recipient of a Sewell Memorial Fund stipend to attend the American Public Health Association’s Conference in Washington DC in November. The award is granted to promote librarians’ participation in the APHA and in public health.

-Submitted by Mary Kay Hartung

University of South Florida Area Health Education Center (AHEC)

☞ The University of South Florida Area Health Education Center (AHEC) Program, along with Gulfcoast North AHEC and All Children’s Hospital, has received an NN/LM award to improve access to electronic health information. We will be expanding information services to Florida school nurses, particularly through the Florida School Nurse Project website, www.fsnp.org. **Jacqueline Leskovec** is the librarian working on this project.

Jacqueline has also been accepted into the Sunshine State Library Leadership Institute, a year-long program made possible by a Library Services and Technology Act (LSTA) grant administered by the Florida Department of State, Division of Library and Information Services (DLIS).

-Submitted by Jacqueline Leskovec

University of Florida Health Science Center Libraries

☞ **Beth Layton** won an Association of Academic Health Science Libraries' Leadership Scholarship and attended the Association of College & Research Libraries / Harvard Leadership Institute for Academic Librarians, August 8-13, 2004, in Cambridge, MA.

Lenny Rhine has been named to the steering committee of the 'Global Review on Access to Health Information in Developing Countries.' This is a 15 month project that will review the 'Progress, Lessons Learned and Ways Forward' for the numerous components of health information delivery in this environment. He attended the launch meeting at the British Medical Association in London on July 12, 2004.

Linda Butson and **Sharon Schmidt** (Central Florida AHEC / Nova Southeastern University) hosted the Internet Café at the Florida Public Health Association, Florida Association of Public Health Nurses and the Florida Environmental Health Association 2004 Joint Annual Educational Meeting and Trade Show held at the Renaissance Orlando Resort July 27-29, 2004. The Internet Café and exhibit were funded by an exhibit grant from the National Network of Libraries of Medicine Southeastern / Atlantic Region.

Linda Butson was elected Secretary/Treasurer of the Public Services Section of MLA for 2004-2005.

Rae Jesano was elected Program Chair of the Library & Educational Resources Section of the American Association of Colleges of Pharmacy for 2004-2005.

Pam Neumann, from the Borland Library, was elected Vice Chair / Chair-Elect of SC/MLA for 2004-2005.

Sandra Canham, from the Borland Library, was elected vice president/president-elect of the Florida Health Sciences Library Association for 2004-2005. Ms. Canham is also chair of the EBSCO/MLA Annual Meeting Grant for MLA 2005.

Rae Jesano attended the American Association of Colleges of Pharmacy conference in Salt Lake City, UT, July 9-14, 2004.

Michele Tennant attended part of the two-week course 'Molecular Evolution Workshop' held at the Woods Hole Molecular Biology Laboratory in Woods Hole, MA, from July 27-30, 2004



GEORGIA

Centers for Disease Control, Atlanta

☞ CDC Information Center welcomes two new Fellows

Susan Clemmons is a CDC Orise Fellow. She has a Master of Library and Information Studies from the University of Alabama, Tuscaloosa, a Master of Public Administration from the University of Alabama at Birmingham, and a BA from Samford University. As a student, she worked at the Amelia Gayle Gorgas Library, University of Alabama, Tuscaloosa, and the UAB Lister Hill Library of the Health Sciences. She received the ALHeLA Student Essay Award for her paper on marketing medical libraries.

Nancy Pulsipher is a second year NLM Associate Fellow. Prior to NLM, Nancy was Assistant Librarian and Adjunct Professor at the School of Public Health at the University of Michigan. Her professional experience includes providing reference services and outreach instruction. Nancy also worked at the UM Social Work Library and the UM Patient Education Resource Center Reference. She holds an MSI in Library Science from the University of Michigan and a BA from Brigham Young University.

Morehouse School of Medicine, Multi-Media Center

☞ **Darlene P. Kelly**, AHIP Division Head for Information Services has been appointed chair of the Janet Doe Lectureship Jury.

Medical College of Georgia Library

☞ Two MCG Library Faculty NIH Bound

Two of the Medical College of Georgia Library's faculty have departed to fill a new role at NIH as informationists. The informationist emerged to help fill the gap between medical knowledge and practice. Librarians with bio-medical subject knowledge and backgrounds are a natural for the new position, along with their information expertise and skills to find, analyze and synthesize information in support of decision making. MCG's former Clinical Information Librarian, **Verma Walker**, is serving as an informationist in the NIH clinical environment and MCG's former Digital Information Librarian, **Douglas Joubert**, will be an NIH informationist in the research environment. Knowing they will be missed, we are proud that MCG/ Southern Chapter librarians are helping pave the way for this innovative new role at NIH.

☞ **Mark Spasser**, PhD joins Medical College of Georgia Library faculty as Professor and Head, Education and Information Services

Effective October 15, Mark Spasser, PhD joins the Medical College of Georgia's Library as Professor and Head, Education and Information Services. Recruited from the Jewish Hospital College of Nursing and Allied Health where he served as Chief, Library and Information Services, Dr. Mark Spasser obtained his PhD in Library and Information Science from the University of Illinois in 1998, having received the School's Outstanding Doctoral Dissertation Award (*Computational Workspace Coordination: Design-in-use of Collaborative Publishing Services for Computer-mediated Cooperative Publishing*).

A prolific author within the field of library and information science, Dr. Spasser serves on the editorial boards of the Journal of the Medical Library Association, Biomedical Digital Libraries and the Journal of Cultural Diversity and as a reviewer for Clinical Medicine and Research and the Journal of the American Medical Association.

Dr. Spasser has served as a key participant and Co-PI on numerous NSF grants exceeding 3M related to biomedical databanks and information services. His most recent research grant participation was to develop an evidence-based nursing database and virtual nursing research center (Network for Language in Nursing Knowledge Systems).

Dr. Spasser will be an asset as the Greenblatt Library faces demanding changes and creative opportunities for becoming a premiere academic health sciences library. Specifically he will share leadership for the Library's educational programs through further integration of instruction to support health information literacy, evidence based healthcare, and management of clinical and outreach information services.

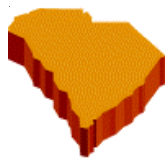


MISSISSIPPI

University of Mississippi Medical Center's Rowland Medical Library

☞ **Lauren M. Young** of the University of Mississippi Medical Center's Rowland Medical Library was awarded the SC/MLA's Annual Meeting Scholarship Award (First Time Attendee Scholarship) for the upcoming 2004 convention to be held in Biloxi, MS.

(continued pg. 7)



SOUTH CAROLINA

University of South Carolina School of Medicine Library

☞ **Laura Kane's** book, *Straight From the Stacks: A Firsthand Guide to Careers in Library and Information Science*, published by American Library Association Editions, received favorable reviews in the July 2004 issue of the *Journal of the Medical Library Association*, the July/August 2004 issue of *Public Libraries*, and the June 2004 issue of *Catholic Library World*.

Victor Jenkinson was elected by the School of Medicine faculty to serve in the University of South Carolina Faculty Senate 2004-2007. He will join eight other faculty who represent the School of Medicine, including Laura Kane whose term runs through 2004-2005.

Allison Duncan was elected by the School of Medicine faculty to serve on the School of Medicine Information Technology Committee 2004-2007.

Roz McConnaughy and **Ruth Riley** appeared as guests on the radioshow *Health, Wealth, and Happiness* on August 6 and discussed the merits of various health web sites. The show is archived on the show's website at <http://www.healthwealthandhappinessradio.com>

The Columbia Area Medical Librarians Association (CAML A) met on July 9 at Lexington Medical Center Library. **Sarah Gable**, **Roz McConnaughy**, **Ruth Riley**, and **Fred Roper** provided members with highlights from MLA '04 Washington, DC meeting. **Lyn Ashby**, Director, Lexington Medical Center Library hosted the event.



TENNESSEE

Eastern Tennessee State University, Quillen College of Medicine Medical Library

☞ **Martha G. Whaley**, Technical Services and History of Medicine Librarian, Quillen College of Medicine Library, ETSU, Johnson City is the editor of the first issue of *WellSpring: A Creative Publication of the Quillen College of Medicine*. The publication contains photography and poetry by College of Medicine personnel.

The library has been awarded another consumer health information contract from the NLM-National Network of Libraries of Medicine for \$10,000. **Rick Wallace** is the project director. The contract starts September 1st. ETSU is one of 40 winners of a National Library of Medicine award to improve access to electronic health information for the general public in 24 states. All projects will last up to eighteen months. Funding for the projects was provided through the National Network of Libraries of Medicine. More information can be found on the website <http://www.nlm.nih.gov/news/nnlmelectronic04.html>

Project Director: **Richard L. Wallace**. East Tennessee State University will extend consumer health information training to public library personnel in the 17 counties of Northeast Tennessee and county and regional public health workers within the Northeast Tennessee Regional Health System. Reference services will also be provided to the Northeast county and regional health workers. Public librarians will be encouraged to participate in MLA's Consumer Health Information Specialization Program, to continue and expand the HealthInfo Express@Your Library service, and to promote National Network of Libraries of Medicine (NN/LM) membership among participating institutions.

(continued pg. 8)

St. Thomas Hospital, Nashville, TN

☞ Project Director: **Jan Haley**. St. Thomas Hospital's Community Health Information Partners (CHIP's) project seeks to connect rural and specialized libraries with hospital libraries to expand the level of health information available to consumers in Middle Tennessee. The primary purpose of this project is to link each participating library to a web-based catalogue searchable by the public in an effort to create greater efficiency in the distribution of health information. The principle outcome of the project is to create a more informed healthcare consumer, ultimately resulting in better health outcomes and reduced healthcare costs to our community.

University of Tennessee Health Center, Memphis, Tennessee

☞ Project Director: **Naseem Amarshi**. The purpose of this outreach initiative is to ensure that health professionals, their patients and the general public are connected to the health information resources they need by using PDAs. It is hoped that this will enable healthcare professionals to make informed health care decisions, and the public to become informed and assume responsibility for their personal healthcare. The University of Tennessee's Library and the Drug Information Center in the College of Pharmacy will train health care professionals, patients and students and their parents in the Memphis area to access a variety of reputable health information resources.

Richard Nollan and **Priscilla Stephenson** from the University of Tennessee Health Sciences Library in Memphis have collaborated with nursing colleagues at other institutions in a newly published book, *Evidence-Based Practice in Nursing & Healthcare* (Lippincott Williams & Wilkins, 2005). Editors of the text are Bernadette Mazurek Melnyk and Ellen Fineout-Overholt, both on the nursing faculty of the University of Rochester (NY). Richard is the primary author of Chapter 2, "Asking Compelling Clinical Questions," and Priscilla is a contributing author for Chapter 3, "Finding Relevant Evidence."

Lin Wu, Reference Librarian at the University of Tennessee Health Science Center Library and Biocommunications Center was selected to be a participant in the Minnesota Institute for Early Career Librarians at the University of Minnesota, October 16-23, 2004. She will be joining twenty-three other outstanding librarians for a full week of intensive training in leadership and organizational behavior.

Richard Nollan, **Brenda Green** and **Lin Wu** attended the MLA conference in May, where they presented a poster, "Lighting the Path to a Powerful Web-Based Tutorial: Energizing Traditional Instruction with a New Medium." The poster presents their efforts to produce self-paced library tutorials for use by the campus community and by distance education students. The modules can be viewed at <http://library.utmem.edu/HSLBC/Instruction/tutorials/index.htm>.

Priscilla Stephenson served as the coordinator of 12 TennShare Summer Workshops for the West Tennessee region for librarians from public, school, and academic libraries. TennShare is Tennessee's state-wide library cooperative, and these workshops are an annual summer event. Assisting with classes in the Memphis area were **John Silver**, **Brenda Green**, and **Lin Wu** from UTHSC. John, Director of the UT library's Media Lab, taught a class on the technical aspects of using digital resources to a packed room of librarians from various settings on June 18. Priscilla and Linda Farmer from Jackson-Madison County General Hospital were co-instructors on August 13 for a workshop focused on MedlinePlus and other consumer health resources. Most of the attendees were from area public libraries.

CORRECTION from p. 15 of Summer 2004 Southern Expressions: The SBIR grant awarded to Cathy Schell's company, Medical Decisions Software, Inc., is an NLM/NIH grant concerning disaster informatics and is unrelated to the survey she did on resources recommended by librarians to have in the home.

Southern Chapter Oral History Project

Overview:

The goal of the SC/MLA Oral History Project is to record the unique perspectives of distinguished Southern Chapter members in their own words. The project preserves the organizational memory of Southern Chapter events through the words and experiences of accomplished Chapter librarians. A new oral history page on the Southern Chapter web site can be found at http://www.scmla.org/oral_history.htm.

Each interview begins with a short recollection of where the candidate comes from and how he or she became interested in librarianship. The main body of the interview covers jobs and institutions, the evolution of the candidate's relationship with the Southern Chapter, and his or her memories of Southern Chapter conferences and major events that shaped the Chapter.

Accepted oral history techniques are employed to collect and preserve Southern Chapter oral histories. Designated Chapter members conduct and record the interviews. The recordings are then transcribed and edited, and all original materials are sent to the SC/MLA archives for preservation.

Methodology:

The Medical Library Association has its own oral history project. The Southern Chapter works closely with the MLA project where our interests overlap. When a candidate meets the MLA oral history requirements, his or her name is forwarded to the appropriate MLA contact. All interviews are shared. Any Southern Chapter member nearing the end of his/her career may be considered a candidate for an oral history. A candidate who has not been a member of SC/MLA, but who has made a notable contribution to the Chapter, may also be considered for the SC/MLA Oral History Project. Send the name and background of anyone you recommend to any member of the SC History Committee or to the Executive Board.

List of Interviewees:

Southern Chapter Oral Histories (Summaries of each interview are forthcoming; for a hard copy of an interview, contact **Mary Lynch**, Archivist, at libmcl@emory.edu): **Ted Srygley**, **Ann Macomber**, **Irene Graham**, **Desmond Koster** and **William (Bill) Leazer**

MLA Oral Histories of Southern Chapter Members (http://www.mlanet.org/about/history/oral_history.html) include: **Alfred N. Brandon**, **Sarah Cole Brown**, **Carol Burns** (link forthcoming), **T. Mark Hodges** (link forthcoming), **Mildred Langner**, **Mary Louise Marshall**, **Jess Martin**, **William Postell**, **Fred W. Roper**

Get Involved in the Southern Chapter Oral History Project!

-Submitted by Laura Kane & Richard Nollan

Hospital Libraries & Technology: PDFCreator

An Iowa librarian alerted us to PDFCreator. It is free from an Internet download. Recently, we used PDFCreator to convert a Word® document to PDF. We posted the PDF document to a distribution list we read. We had no problem opening the document in Acrobat Reader.

You can find PDFCreator with a "Google®" search, choosing the German language result. There is a link to translate the German language home page to English. The long URL to PDFCreator is http://sector7g.wurzel6.de/pdfcreator/index_en.htm. When you have text you want to convert to PDF, you activate PDFCreator and add the text document. PDFCreator asks to become your default printer for that application. When you tell it to do so, PDFCreator converts the text. Now we have another free, online tool to convert text to PDF, in addition to MyMorph.

-Submitted by Thomas Hill

Recognition, Awards & Grants...Oh My!

David A. Kronick Traveling Fellowship from the Medical Library Association

Application deadline is December 1, 2004. Apply Today! This \$2000 fellowship is given for studying a specific aspect of health information management by traveling to three or more medical libraries in the US or Canada. More information on the award, along with the application form, can be found on the MLA website (<http://www.mlanet.org/awards/grants/>). For additional information:

Karla Block	block006@umn.edu	612-626-6248
Rozalynd McConnaughy	roz@med.sc.edu	803-733-3310
Toni Yancey	tyanc001@umaryland.edu	410-706-2855

We encourage you to apply so that you can put on your traveling shoes while studying something interesting and contributing to the profession too!

Lois Ann Colaianne Award for Excellence and Achievement in Hospital Librarianship Available

Nominate and apply now for the Lois Colaianne Award; Application Deadline: November 1, 2004

Do YOU know a hospital librarian with these attributes?

- Outstanding service in hospital librarianship
- A dynamic and exceptional librarian
- A visionary!

For further information and an application visit, <http://www.mlanet.org/awards/honors/index.html>

Or contact **Lisa C. Fried**, Coordinator, Credentialing, Professional Recognition and Careers at mlapd2@mlahq.org, or 312-419-9094 X28

-Submitted by Deb Miller

Ida and George Eliot Prize

Nominations are now being accepted. Application Deadline: November 1, 2004
This prize is awarded annually by the Medical Library Association for a work published in the preceding calendar year, which has been judged most effective in furthering medical librarianship. A nomination form and further information is available at: <http://www.mlanet.org/awards>. Please send nominations to: **Lisa Fried**, MLA Professional Development Dept. 65 East Wacker place Suite 1900 Chicago, IL 60601-7298

-Pamela Sherwill

2006 Janet Doe Lecturer

Nominations now being accepted; Application Deadline: November 1, 2004. The Janet Doe Lecturer is an individual chosen annually by MLA for his/her unique perspective on the history or philosophy of medical librarianship. The person selected this year will speak at the Association's 2006 Annual Meeting, which will be held in Phoenix, Arizona. The lecture is subsequently published in JMLA. The Lecturer receives a \$250 honorarium, travel expenses to the site of the Annual Meeting, hotel expenses for 1 night, per diem for 1 day and a certificate. A nomination form and further information is available at: <http://www.mlanet.org/awards>.

Please send nominations to **Lisa Fried**, MLA Professional Development Dept. 65 East Wacker place Suite 1900 Chicago, IL 60601-7298

Nominate a Colleague for the Estelle Brodman Award

Each year, the Medical Library Association honors individuals who have rendered distinguished service to health sciences libraries and furthered the purposes of health sciences librarianship. The MLA Estelle Brodman Award annually recognizes an academic medical librarian, who at mid-career demonstrates a significant achievement, the potential for leadership, and continuing excellence. The Award was established in 1986 with a gift from Irwin H. Pizer and presented for the first time in 1988. The recipient is recognized at the Annual MLA Meeting where they receive a certificate and a cash award of \$500. Please take this opportunity to nominate an outstanding colleague for MLA's Estelle Brodman Award for Academic Medical Librarian of the Year. The deadline for applications is November 1, 2004. Complete information and application forms for all MLA awards and honors may be found at: <http://www.mlanet.org/awards/honors/index.html>

Recognition, Awards & Grants...Oh My! (continued from pg. 10)

☞ **Lucretia W. McClure Excellence in Education Award**

Each year, the Medical Library Association honors individuals who have rendered distinguished service to health sciences libraries and furthered the purposes of health sciences librarianship. The Lucretia W. McClure Excellence in Education Award, established in 1998 in honor of one of MLA's most respected members, honors outstanding practicing librarians or library educators in the field of health sciences librarianship and informatics who demonstrate skills in one or more of the following areas: teaching, curriculum development, mentoring, research, or leadership in education at local, regional, or national levels. The recipient receives a certificate at the annual meeting and a cash award of \$500 after the annual meeting.

Please take this opportunity to nominate an outstanding colleague for MLA's Lucretia W. McClure Excellence in Education. The deadline for applications is November 1, 2004. Complete information and application forms for all MLA awards and honors may be found at: <http://www.mlanet.org/awards/honors/index.html>

If you have any questions, please contact **Beth Layton** (beth@library.health.ufl.edu), **Margaret (Peggy) Richwine** (mrichwin@iupui.edu), or **Sarah Kirby** (sarah.kirby@providence-health.org)

☞ **HLS/MLA Professional Development Grant**

Hospital and clinical librarians: Are you seeking funding to attend a meeting, further your professional education or conduct research? The HLS/MLA Professional Development Grant is intended to encourage participation in professional programs or to support reimbursement for expenses incurred in conducting scientific research; to aid librarians working in hospitals and other clinical care institutions in developing and acquiring knowledge and skills delineated in Platform for Change (MLA's Educational Policy Statement) and Using Scientific Evidence to Improve Information Practice (MLA's Research Policy Statement). The deadline for the next grant award is February 1, 2005. Up to \$800 is available to the recipient. Further information including application forms and eligibility is available at http://mlanet.org/pdf/grants/hlsapp_2002_1112.pdf. For more information, please contact **Lisa Fried** (312) 419-9094, Ext. 28 or email at mlapd2@mlahq.org.

☞ **2005 EBSCO/MLA Annual Meeting Grant**

The EBSCO Annual Meeting Grant is sponsored by EBSCO Information Services and enables MLA members to attend the association's annual meeting. Each year awards up to \$1,000 for travel and conference-related expenses will be given to four librarians who otherwise would be unable to attend the meeting. To be eligible an applicant must be currently employed as a health sciences librarian and have between two and five years experience in a health sciences library. Priority consideration will be given to the applicant who is the following: **1)** Attending the annual meeting for the first time, **2)** Presenting a paper or poster at the annual meeting, **3)** Having a MLA committee, jury or section/SLG assignment, **4)** Being an MLA member. The application deadline is December 1.

Applicants must complete an application form including a 200-word statement answering the question, "What do you expect to gain professionally and/or personally by attending the MLA annual meeting?" The application is available at http://mlanet.org/pdf/grants/ebSCO_app_20030730.pdf.

The completed application should be sent to: Medical Library Association, Professional Development Department, 65 East Wacker Place, Ste. 1900, Chicago, IL 60601-7298.

For more information contact **Lisa Fried** at MLA headquarters (mlapd2@mlahq.org) or **Sandra L. Canham**, Chair of the EBSCO/Annual Meeting Grant Jury (scanham@ufl.edu).

(continued pg. 12)

Recognition, Awards & Grants...Oh My! (continued from p. 11)



MLA's Thomson/ISI Frank Bradway Rogers Award: Recognizing Innovation in Health Sciences Information

The Thomson/ISI Frank Bradway Rogers Information Advancement Award Jury is seeking award nominations for 2004/2005. The award is presented annually by the Medical Library Association and sponsored by Thomson/ISI. It recognizes an outstanding MLA member OR members contributions to: **1)** the application of technology to the delivery of health science information, **2)** the science of information, or **3)** the facilitation of the delivery of health science information.

Award winners will be given a prize of \$500 and will be formally recognized at the Annual Meeting of the Medical Library Association, May 14-19, 2005 in San Antonio, Texas. For more information on the award and past winners go to: <http://mlanet.org/awards/honors/rogers.html> For a copy of the nomination form, eligibility information, and instructions click here: http://www.mlanet.org/pdf/awards/rogers_nomform_20040702.pdf All nominations due by: November 1, 2004



-Submitted by JoLinda Thompson

Hands on Health: MUSC Receives Award

The Medical University of South Carolina (MUSC) Library has received an NCLIS Blue Ribbon Consumer Health Information Recognition Award for Libraries for its consumer health Web site, Hands on Health-South Carolina. The National Commission on Libraries and Information Science established this new award program to recognize the role libraries can play in increasing awareness of consumer health issues and encouraging healthy lifestyles. Hands on Health-SC (<http://www.hohsc.org>) is among 37 programs nationally to receive this award in its first year.

Hands on Health-SC is a Web site developed especially to address the health issues of South Carolinians and to provide reliable health information for people of all ages, education levels, and reading abilities. It is designed to be easy to navigate and friendly. The faces and health stories of South Carolinians welcome people to the site. There are special sections for kids and teens and Spanish-speakers. The Web site has become a touchstone for the MUSC Library outreach programs – a resource we can introduce to communities and individuals at health fairs, training workshops, and meetings — a resource that will remain available to them after we've gone.

Hands on Health-SC has been developed in partnership with the University of South Carolina School of Medicine Library, the South Carolina State Library, and the South Carolina Hospital Association. The site has been active for almost two years and has just introduced an expanded Environmental Health section. This section now includes resources for children's environmental health issues, rural and agricultural health issues, and more. Our next development focus is health resources. Hands on Health-SC has recently been accepted as a GoLocal project site by the National Library of Medicine. Librarians at MUSC and the USC-School of Medicine will be working with state agencies and public libraries to transform the current Health Resources in South Carolina section to a GIS-based GoLocal format.

-Submitted by Nancy McKeehan





Announcing the Retirement of Beverly E. Allen

Ms. **Beverly E. Allen** has worked at the Morehouse School of Medicine for 28 years. She arrived at the then School of Medicine at Morehouse College in September of 1976. Since that time she has been responsible for the overall management of the Multi-Media Center (MMC), exhibited strategic and visionary leadership, set administrative and operational guidelines, planned, developed and advanced the budget, services, collections, information technologies and the facility in support of the Morehouse School of Medicine's mission.

As the center's founding librarian she has seen the unit through four major relocations starting in Sale Hall moving to Brawley Hall and then the Basic Medical Sciences Building and finally the Medical Education Building. The MMC has been in its current location since 1987.

She has served on numerous school committees including curriculum committee, library committee, LCME committees, and SACS committees.

She wrote the National Science Foundation/National Library of Medicine grant that funded the initial Internet connection for the Morehouse School of Medicine through the Multi-Media Center.

She was a member of the National Library of Medicine's Board of Regents from 1991 to 1995.

She has had librarians from Russia visit the library to learn how to update their library technologically and to use the National Library of Medicine's Classification System. She then, along with other library staff, traveled to Russia to teach them how to do it.

Many presentations have benefited from her deft touch; she is an exemplary speaker and writer.

She is a world traveler both personally and professionally; she is an avid listener to classical music, an accomplished piano player and gifted vocalist with a love for the arts including theatre.

-Submitted by Cynthia L. Henderson

EFTS: Electronic Funds Transfer System

In August 2004, 953 libraries across the United States are members of the Electronic Funds Transfer System (EFTS), managed by the University of Connecticut Health Center. The EFTS web page is at <https://efts.uchc.edu>. Please, note the "s" and lack of www. Region 2 has only 43 members. New England has 199, Greater Midwest 68, Mid Atlantic Region 350, South Central Region 111, Mid Continental 50 members.

If you charge or pay other libraries for document delivery, EFTS can save you money. The National Library of Medicine and most of the resource libraries prefer EFTS payment. Participant libraries maintain a deposit account with the EFTS system, and monthly transaction updates take place. It saves us the costs of producing checks. QuickDoc and other interlibrary loan management systems create an EFTS file we can export monthly to EFTS, reducing the time it takes to invoice and to track individual library accounts. The small transaction service charge to UCHC is more than recovered through reduction in time and effort and in check writing or banking expense.

Contact Thomas Hill (thill@selfregional.org) or the FAQ page (<https://efts.uchc.edu>) if you have questions.

-Submitted by Thomas Hill



Journal Club: A Traditional Activity as a Way to Face New Challenges

Every month the Reference Section librarians of the Medical Sciences Campus hold their Journal Club meeting. This activity started back in 2000 when reference librarians thought it would be a great idea to get together to discuss current topics on librarianship, information sciences, and other related issues relevant to librarians as a professional group. Everyone in the section was excited with the idea and other librarians were invited to join the initiative.

Each librarian has a turn to act as session facilitator. This person selects a subject of interest and conducts a literature search. She or he coordinates the activity and picks up some articles that might interest the whole group. They then summarize the articles and present the most controversial or important issues to the group. The discussion forums have included many relevant subjects such as the big 6 and information literacy, web page design, the role of the informationist, freedom of information and ethical standards of scientific research and the open access movement. The meetings are held on the last Wednesday of every month from September to December and February to June.

The Journal Club has been very useful in many ways. It has proven helpful in developing new strategies to sharpen skills for evaluating advanced information technologies. The Journal Club has helped the librarians involved to learn a lot about diverse issues and trends in the profession, and to then apply these concepts to our daily work and the development of new projects.

The Journal Club is crucial in times of limited budgets as librarians commit themselves to an experience of professional development that maximizes library resources. Librarians act as coordinators and facilitators and materials are retrieved from the library's collection. This and other learning efforts will continue to help librarians to face up to new challenges.

(Irma Quiñones is a Reference Librarian at the Conrado F. Asenjo Library, University of Puerto Rico Medical Sciences Campus)

-Submitted by Irma Quiñones

“Quotables”

***This is a free country. Folks have a right to send me letters,
and I have a right not to read them.***

- William Faulkner

***I have lost all sense of home, having moved about so much. It
means to me now -- only that place where the books are kept.***

- John Steinbeck

The dirtiest book of all is the expurgated book.

- Walt Whitman

“Classic”: A book which people praise but don't read.

- Mark Twain

Electronic Payment and Document Delivery: an Update

As of August 27, 2004, 56 libraries are members of ESEA, the free reciprocal electronic document delivery network in the NN/LM SouthEastern Atlantic Region 2. If you are requesting interlibrary loans be sent electronically, consider joining ESEA and arranging your Docline routing tables. ESEA works, of course, because members reciprocate. We have received items in minutes, sometimes, and usually within 24 hours.

Here is the state count: AL - 2, FL - 22, GA - 8, MD - 5, MS - 3, NC - 1, PR - 1, SC - 5, TN - 8, VA - 1

This is a good beginning. As we upgrade our scanning capabilities, consider joining ESEA. The RML has technology upgrade grants available, perhaps. Beth Westcott at the RML is our contact to add you to ESEA if you can deliver electronic documents. Your library group memberships, *i.e.* ESEA, FreeShare, SEND, will appear on a line of the Docline requests. This tells the lending library you participate in whichever of these free interlibrary loan networks. It saves us the time of having to write notes on the comment field of Docline requests, too.

Last year in *Southern Expressions*, we wrote of the transition from paper to electronic interlibrary loan (ILL) delivery. We wrote that we would look at our progress this year. Here is what we have found for SCUGRW through August 28, 2004. How do you compare?

Document Delivery for the medical library at Self Regional Healthcare (SCUGRW), Greenwood, S.C. January 1 – August 28, 2004

	<u>Physical delivery/%</u>		<u>Electronic delivery/%</u>		
Borrowed from others, 627 Total	227	36%	400	64%	
	Avg. no. of days 2.9		Avg. no. of days 1.6		
Among the Total ESEA libraries	19	14%	117	86%	1.9
SENDcat1	1	17%	5	83%	2.2
SENDcat2A	2	14%	12	86%	2.4
SENDcat2B	4	21%	15	79%	1.9
SENDcat3	1	7%	13	93%	1.4
SENDcat4	8	17%	39	83%	2.0
Delivered to others, 561 Total	110	20%	451	80%	
ESEA libraries	14	5%	256	95%	
SENDcat1	22	61%	14	39%	
SENDcat2A	1	5%	18	95%	
SENDcat2B	11	73%	4	27%	
SENDcat3	7	11%	56	63%	
SENDcat4	25	42%	34	58%	

Electronic delivery takes about a day and one-half, while mail delivery takes almost three days, on average. SEND libraries are Southern Chapter libraries, and we note an increase to electronic format. Thank you for helping our customers through faster delivery. SCUGRW would like to improve its electronic delivery rate to others. Be sure your Docline record indicates whether you can send and receive TIFF or PDF. Using the comment field, you can indicate whether you accept fax on each request. We will fax (without surcharge) if you accept that format. We always check the Docline request comment field for “updated” messages.

-Submitted by Thomas Hill



Research Spotlight:

Award-Winner Says Research is Possible for Solo Librarians



Many of us know **Addajane “Midge” Wallace**, Medical Librarian at Halifax Medical Center in Daytona Beach, and are familiar with her efforts to promote research by Southern Chapter members. Midge was named the 2004 Hospital Librarian of the Year by the chapter, and was recently awarded the Professional Recognition Award for Research by MLA’s Hospital Libraries Section. Below, Midge describes her latest research project on the value of medical library services and offers other librarians practical tips on pursuing research opportunities.

Q. Midge, you were recently recognized by the Hospital Libraries Section of MLA for your article, co-authored with Pam Sherwill-Navarro, “Research on the value of medical library services: does it make an impact in the health care literature?” [J Med Libr Assoc 2004 Jan; 92(1):34-45]. How did this project begin? What motivated you to do this work?

A. It started with one of those “I wonder” moments that often get ignored. I had heard the comment, “Someone should redo the King study [on the contribution of library services to clinical care] in light of the electronic age” more than once. So I wondered if today’s (younger) hospital librarians even know what the King study is? This evolved into wondering if research that is done showing the value of hospital libraries is read and used by others. So idle curiosity and lots of support from ISI, my co-author, her university, and the SC/MLA Research Committee became a research study examining how often four articles about the value of library services had been cited by others, who wrote the papers citing them, where they were published, and how they used the information reported in the studies. The four articles we examined were:

- King DN. The contribution of hospital library information services to clinical care: a study in eight hospitals. Bull Med Libr Assoc 1987 Oct; 75(4):291–330. <http://www.pubmedcentral.nih.gov/articlerender.fcgi?tool=pubmed&pubmedid=3450340>
- Marshall JG. The impact of the hospital library on clinical decision-making: the Rochester study. Bull Med Libr Assoc 1992 Apr; 80(2):169–78. <http://www.pubmedcentral.nih.gov/articlerender.fcgi?tool=pubmed&pubmedid=1600426>
- Lindberg DA, Siegel ER, Rapp BA, Wallingford KT, Wilson SR. Use of MEDLINE by physicians for clinical problem solving. JAMA 1993 Jun 23–30; 269(24):3124–9.
- Klein MS, Ross FV, Adams DL, Gilbert CM. Effect of online literature searching on length of stay and patient care costs. Acad Med 1994 Jun; 69(6):489–95.

Q. What is the most important finding from this research that you want to share with other librarians? What implications do your findings have for other medical librarians?

A. I think Pam would agree with me that the message we want to deliver is that research about the value of medical library services is noticed, and not only by other librarians. We – librarians – need to do this research and publish it, and not only in library journals.

Q. What was the reaction to your research findings at your hospital? Do you feel your study raised awareness of the medical library?

A. Everyone was very proud; notices were published in the hospital newsletter when the article was published and when I won the award. Several people wanted copies of the article. I help physicians prepare their manuscripts for publication and always make sure that their articles are displayed and noticed, so it was fun to join the league of authors.

Q. You’ve always been a strong supporter of research efforts by librarians in hospitals as well as in academic institutions. What advice do you have for librarians who may be interested in pursuing a research project but are wondering how they will ever find the time, money, or other resources needed?

A. Do you notice I use the word “fun” a lot? That’s what research is to me - I have “fun” satisfying my curiosity. But it is more “fun” when you get to “play” with someone else. On my own I might never have gone on with this research; but I called Pam, and together we did it. Just because you are the only librarian in your hospital, your town or your county (that’s me), you still have colleagues and you can reach them - by e-mail, phone, fax or in your car. Team up with a colleague and, if you are a hospital librarian, consider working with an academic librarian. Pam was able to use databases available in the University of Florida library to do the searches that provided the research material for the study. The university prepared the poster we presented; and when we wrote the paper, we had the help of a university editor.

Research Spotlight (continued from pg. 16)

Even if you don't want to look for a co-author, do look for others to bat your ideas around with . . . another librarian or someone at work. Talking it over with others will help you clarify your ideas and point up holes in your design or analysis. The Southern Chapter Research Committee offers a list of mentors and committee members who are happy to help.

Most research doesn't really require a lot of money. I was considering an SC/MLA Research Grant request, because I thought I would need money to pay ISI for their help. Instead, Nancy Bayers at ISI became interested, helped me think of ways to approach the study and did a part of the research gratis. The biggest expense was for interlibrary loan charges to obtain the articles, and they really weren't very much.

Finding time can be the real issue for research projects. That's why the project has to be fun and interesting, because then you don't mind taking time to work on it at home. Otherwise, it needs to be work-related, so that you can make time for it at work. So much of the work we do recording monthly or annual statistics, performing needs assessments or quality improvement studies is research. Put your own data together on a poster, or get two or three other hospitals to collect the same data and put it all together on a poster. Who knows? You might win one of the research awards at the next Southern Chapter meeting for presented papers or posters. [Papers: 1st (\$300.00), 2nd (\$200.00), and 3rd (\$100.00). Posters: 1st (\$200.00), 2nd (\$100.00), and 3rd (\$50.00)]

Note: The article by Midge and Pam Sherwill-Navarro is available at <http://www.pubmedcentral.nih.gov/articlerender.fcgi?tool=pubmed&pubmedid=14762461>. For more information about research support for Southern Chapter members or research awards at the annual meeting, see <http://www.scmia.org/resinfo.htm>.

Biloxi General Sessions Will "Up the Ante"

Valuable information to connect, collaborate, and communicate in the workplace

Connect with your doctors, clinical faculty, and researchers by being aware of an ongoing study that will enhance our overall knowledge of cardiovascular health. At the opening general session on Saturday morning, our speaker will be **Herman A. Taylor, Jr. MD, FACC**, Professor at the University of Mississippi Medical Center. Dr. Taylor is the Director and Principle Investigator of the Jackson Heart Study, a prospective epidemiological investigation of cardiovascular disease among African-Americans from the Jackson, Mississippi metropolitan area. The initial phase of the study, which hopes to include up to 6500 African-American men and women between the ages of 35 and 84 years, began in 2000. The study hopes to provide the kind of information for this population that the Framingham Heart Study in Massachusetts established for its participants.

Collaborate with your administrators and professional colleagues by advancing your networking skills. Networking is something we're expected to know how to do. General session II speaker, **Lynne Waymon**, will teach us the hidden rules and tools for making contacts count. Be more strategic about finding valuable resources, steering small talk toward topics that matter, getting visible in your profession or community, making the most of your memberships, and attracting career and business opportunities. So, get up Sunday morning to hear Lynne Waymon's interactive talk "Make Your Contacts Count: Networking Know-How". President of Waymon and Associates since 1983, Waymon is the author of books and tapes that help professionals grow their businesses and careers. She has received awards for her speaking finesse. Several copies of Waymon's book, *Make Your Contacts Count*, will be given at the session as door prizes.

Communicate with your faculty, administrators, and user community about publishing issues that impact us daily. Southern Chapter is fortunate to have the editor of the *Journal of the Medical Library Association*, **T. Scott Plutchak**, as a member of our chapter. He is a speaker in demand, traveling to speaking engagements in Belfast and Maine prior to addressing the Chapter. Scott's general session III topic, "'Don't Blink: Keeping Up With Trends In Scholarly Publishing'", alludes to the fact that publishing is a moving target. As Associate Professor and Director of the Lister Hill Library of the Health Sciences at the University of Alabama at Birmingham, Scott held a Scholarly Publishing Seminar for his library faculty during the summer. He also organized the last CONBLS retreat featuring a publishing theme and presentations by two prominent association journal representatives. Scott's editorials and other writings are always worth reading. Needless to say, he knows the topic well and we will benefit from his knowledge.

To see the paper and poster topics that will be presented during the meeting, see <http://www.library.umc.edu/sc/call.htm>

-Submitted by Sandra Franklin

Professional Development/Continuing Education Southern Chapter/MLA Biloxi, Mississippi – 10/21-25/2004

The Southern Chapter Professional Development Committees encourages you to register for one of the eight CE courses offered at this year's annual meeting in Florida. After analyzing "topics of interest" received as feedback from last year's Coral Gables meeting, committee members reviewed available professional library courses along with those topics to come up with potential courses for Biloxi. (See table 1, top p. 19).

Content Analysis of CE—Coral Gables Meeting

Of the 44 topics mentioned, content was compressed into eight broad areas: Nursing Informatics/JCAHO, Marketing and Communication, Leadership and Management, Database Searching/Document Delivery, Managing E-Resources, Library Research, Library Technology and Evidence-Based Health, Medicine and Practice. Objectives for choosing courses were as follows:

- Courses were chosen based on availability of instructor and audience level: beginning, intermediate and advanced.
- Expertise of instructors was matched with "content areas" aligned to the "topics of interest."
- Well-known instructors were identified from across the country and invited to teach in Biloxi.
- Priority consideration was given to instructors working in the Southern Chapter and to those nationally known instructors whose courses closely matched Southern Chapter member interests.
- Because of the high interest in marketing, management and communication, the executive committee decided to apply for an MLA challenge grant to financially support a leadership seminar covering this domain. The award was received in December 2003 and will support the Monday Leadership Seminar moderated by Pat Wagner from Pattern Research, Inc. (Denver, Colorado).
- All CE, with the exception of the seminar, will be offered on Friday, October 22. The Leadership Seminar will be Monday, October 25, 2004.

Now is the time to register for the following courses being offered in Biloxi:

CE 1	Show me the money: grant writing	6 Contact Hours	Evelyn Daniel
CE 2	Planning for Library Technology	4 Contact Hours	Wallace McClendon
CE 3	Licensing Electronic Resources	8 Contact Hours	Laurie Thompson*
CE 4	Teaching Evidence Based Practice	6 Contact Hours	Lisa Traditi
CE 5	Keeping Up-to-Date with NLM	4 Contact Hours	Dale Prince*
CE 6	Easy to Read Wellness Materials	4 Contact Hours	Beth Wescott*
CE 7	Developing a New Role for Librarians	4 Contact Hours	Ann Weller*
CE 8	Manage Your Time, People, Money, Projects & Stress	6 Contact Hours	Pat Wagner

*Course has two instructors or was developed by two instructors

**Information about all course instructors is listed on the Chapter website: <http://www.library.umc.edu/sc/instructors.htm>

The Professional Development Committee would like to acknowledge and thank the Southeastern Atlantic Region (National Network Libraries of Medicine) for their continued support of continuing education in the Southern Chapter. Not only do they send instructors representing the region to teach at the Chapter level, they often provide training support for the Chapter.



*"Don't Gamble on CE offered in Biloxi – not too late to register!"
[A Jan Orick Original]*

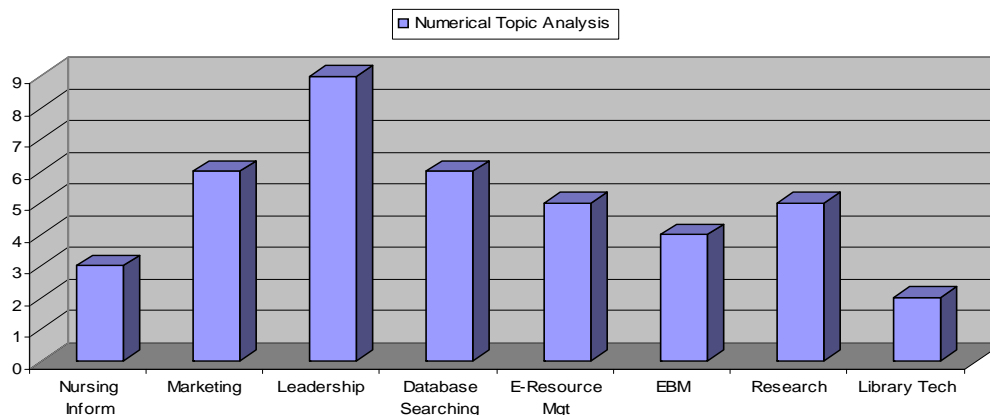
Professional Development Committee Members include:

Sarah Adcock, MS 2001-2004, Jan Cambre, SC 1999-2004,

Karen Dahlen, GA 2002-2005 (Chair), Sue Felber, FL 2001-2005, Michael Fitts, AL 2002-2005

Table 1

CE Topics of Choice Coral Gables Feedback



News From Chapter Council



It won't be long until we get together for our favorite event of the year ... the Annual Southern Chapter Meeting! This year's meeting promises to be bigger and better than ever. We are especially honored that MLA President **Joanne Marshall** and Executive Director **Carla Funk** will be present to update us on what's happening at the national level, share their plans for the coming year and direct us in a discussion built on the September 22nd MLA satellite teleconference "The Art and Practice of Electronic Journal, Book, and Database Licenses: Practical Tips for Health Care Organizations." Don't miss their MLA Update (Saturday, October 23rd 4:30-5:30pm). For more information about Joanne and her presidency, go to: http://www.mlanet.org/about/leaders/president_04-05/index.html. For more info on the teleconference see: <http://www.mlanet.org/education/telecon/licenses/index.html>.

A unique highlight at this year's SC/MLA meeting is the special six-hour leadership symposium on Monday, October 25th. **Pat Wagner** is a dynamic speaker whose presentation of "Manage Your Time, People, Money, Projects and Stress" is being sponsored in part by the Chapter-Level Leadership Challenge Grant from the MLA Leadership and Management Section. This is the 1st time the grant has been awarded and we GOT it! Please support the chapter with your attendance.

October is also the 8th observance of National Medical Librarians Month. This year's theme is "Come Borrow OUR Power Tools: @sk your medical librarian." It's not too late to plan activities and events promoting your libraries and yourselves. For ideas and materials go to: <http://mlanet.org/resources/nml-month/>.

November 1st and December 1st are two deadlines that will be here before you know it. Nomination deadlines for all Awards are November 1 while the application deadlines for Grants and Scholarships are December 1, unless otherwise noted. (Deadlines for the Hospital Libraries Section/MLA Professional Development Grants are August 1 and February 1. November 15 is the deadline for applications for the Donald A. B. Lindberg Research Fellowship.) More information and applications are available at <http://www.mlanet.org/awards>, or contact Lisa C. Fried at MLA: 312-419-9094 ext. 28 or mlapd2@mlahq.org.

And finally, even though the Annual MLA Meeting is still months away, the Chapter Council Presents Sharing Roundtables Committee is busy getting ready for their big event in San Antonio. We would appreciate everyone's help choosing the top 30 topics for discussion at the 2005 luncheon. Please go to <http://www.surveymonkey.com/s.asp?u=31536604848> for a short survey including a list of 55 topics compiled from the evaluations received after the roundtables in DC. Let us know your preferences and many thanks for helping us make this the best roundtables event yet! Well, that's all for now. See y'all soon in Biloxi!

-Submitted by Jan H. LaBeause & Danny O'Neal

The Back Page: Daydreams of Biloxi and the Librarian

Thoughts of the ocean seem so much cheerier than the ten interlibrary loan requests sitting on my desk. The meeting promises to be exciting.

The keynote speaker, Rosalind Lett, will present, “More Than Just a Game of Chance: Delivering Healthcare Knowledge in the Midst of Hospital Library Virtual Takeovers.”

I can picture just having finished a delicious lunch of Mediterranean Chicken with proscuitto, mozzarella & basil marinara; herb roasted potatoes; sautéed squash; garden salad; rolls and butter; chef choice of dessert; with tea or coffee. I’ll worry about my diet when I come back from Biloxi. I think it is a great bargain at \$30.00 a person.

I hope a lot of my colleagues will purchase a ticket for the Hospital Library Luncheon to see **Addajane L. Wallace** be presented with the Hospital Librarian of the Year award and a check for \$250.00. Addajane is an exemplary librarian, and the library patrons at the Halifax Medical Center in Daytona Beach have every reason to be proud.

Addajane is team teaching the class, CE 6: Easy to Read Health and Wellness Materials for Consumers: Recognizing It, Finding It, Writing It, and Rewriting It, with the Network Access Coordinator Beth Westcott, who is an outstanding educator, from NN/LM Southeast/Atlantic Region, University of Maryland at Baltimore Health Sciences Library.

I took the very same class in Clarksville two months ago. I not only learned a great deal from the class, but also received a manual and a CD-ROM jam packed with useful resources. Beth told of her personal experiences with health literacy as well as those of other consumers and professionals. The hands-on introductory class at Biloxi discusses some of the principles of teaching the adult learner, the elements of effective easy-to-read materials, such as design and layout, and their practical applications. Attendees will also pay close attention to the communication dynamics of providing understandable, easy-to-read health information to consumers and learn to adapt or add clear health communication resources. Participants will learn more about how adults manage with low literacy skills. They’ll review the disconnect between health information providers and health information seekers, the success of “plain language” initiatives and the importance of text, type, graphics, vocabulary, space and layout. The session covers published material, how to write your own material and ways to partner. Participants should bring pieces they use or some information that needs to be written in an easy-to-read manner. This course will be conducted in a computer lab off site. Fri Hands-On; 1:00 - 5:00PM; (4 Contact Hours); \$75 Members; \$100 Non-Members.

I’m going to be so busy at the meeting. I hope I can manage to get to the beach. Busy, hmm....well, I guess I better get back to those interlibrary loans.

-Submitted by Marilyn Teolis



The Final Word. “...*Like a Hurricane*” As I frantically type this (hopefully) pithy message, sweating deadlines and wondering if I’ll ever get my cable back (I’m missing *The Apprentice* for Pete’s sake!) I pause for a moment and breathe a sigh of relief that Ivan has wreaked it’s havoc and moved out of the atmosphere and into the meteorological record books. For me and my family Ivan was an annoyance (admittedly a frightening one at the time), but ultimately nothing a chainsaw, seven nails and a couple days of intense yardwork couldn’t remedy. Others, not so lucky, lost their homes or at the very least found an unwelcome pine tree in their family room. A great number of Southern Chapter members live in areas that have been affected by devastating hurricanes this year, and I hope this finds each and every last one of you well. Yeah, my power was out for a couple of days, but at least I’m not picking pine cones out of my barcalounger! Here’s to future clear skies.

On a slightly less apocalyptic note, this issue of Southern Expressions marks the final “print” issue of our esteemed newsletter. Starting with Vol. 21, SE will be available online only via the Southern Chapter website (<http://www.scmcla.org/soexp.htm>). And while you might miss that quarterly envelope brightening your mailbox, think of all the trees whose untimely demise will be spared. So, hug an oak and join us next time in CyberSpace!

-Justin