

SOUTHERN EXPRESSIONS

Alabama **Georgia** **Puerto Rico** **Tennessee**
Florida **Mississippi** **South Carolina** **Virgin Islands**

**Volume 21, Number 2,
Spring 2005**

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Next Reporting Deadline:

June 1, 2005

Next Publication Date:

July 15, 2005



Message from the Chair

Sandra Franklin

One of the topics that will be discussed among Southern Chapter's leadership at the May Executive Board meeting in San Antonio is that of committee structure. There was a Committee Restructuring Task Force report last fall that highlighted concerns about the chapter's committee appointment procedure. The lag time between indicating interest in a committee on the April membership form to the fall committee assignments, the fact that committees are composed of the same persons over and over again and that some members serve on more than one committee simultaneously, and the uncertainty of the time commitment required when agreeing to serve on a committee once selected, were all noted. I would like to add that a committee may not need a member from a particular state for two to three years. This adds to the feeling that indicating a willingness to serve on a particular committee seems to get lost.

As a volunteer organization, Southern Chapter relies on its members to make a deliberate decision to become involved. It is a free will choice – not mandated or coerced. Although it is not paid employment, there is an element of work involved, especially at the committee chairperson and officer levels where much of the work may take place on the volunteer's personal time. That is where the commitment to the task comes in. Library association committee work is valuable to the individual and the organization. Therefore, it is in our best interest to make this volunteer experience the best it can be for our membership.

In a web article by Ann Snoeyenbos, "How Library Association Committee Work Has Made Me a Better Librarian", Ms. Snoeyenbos states that committee work has given her an opportunity to explore activities not directly related to her job such as party planning and newsletter editing. For her, committee work provided an inexpensive and painless way to gain new

skills and competencies like being a leader, facilitator, or boss. She learned skills that were useful in her private life, too, related to budgets and time management. When I asked colleagues the value of their library association work, networking with individuals from other libraries was the number one answer.

Volunteering can provide training in several areas: inter-personal skills, communication skills, organizational and managerial skills, fundraising skills, and technical skills. I was recently asked to write a reference for a librarian with whom I have never worked. Because of my interaction with the librarian on committees, I could attest to most of the skills in the sentence above based on her involvement in library associations. A good Southern Chapter example of positive volunteerism resulted in the recently published Southern Chapter cookbook, *You Say Cuisine; I Say Vittles*. Recognizing not only the time it took for the Editorial Board, led by Editor-In-Chief

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Content policy for Southern Expressions

Statements and opinions expressed in Southern Expressions do not necessarily represent the official position of its 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 Our Regional Libraries**



ALABAMA

University of Alabama at Birmingham, Lister Hill Library of the Health Sciences

☞ UAB Lister Hill Library of the Health Sciences is pleased to announce the appointment of **Lee Vucovich** as Assistant Director for Reference Services. Lee spent the past year at LHL as a Reference Librarian and came to UAB from a position as a Head of Children's Services Librarian in Indiana. Her MLS is from Indiana University and she also has a Master's degree in Chemistry from the University of Michigan. Other relevant experience included providing customer centered reference services, programming and marketing services and various committee work. In her year at LHL, she planned the launch of the unit's virtual reference service through QuestionPoint, worked on the Resource of the Month planning team, helped to coordinate the Friends of LHL group and learned much about medical reference services. She's brought a lot of energy, ideas, and plans to the department and we are very happy to have her.

Pat Higginbottom will become the chair-elect for the Leadership and Management Section of MLA at the annual meeting in May.

Scott Plutchak, Director of the Lister Hill Library of the Health Sciences, University of Alabama at Birmingham has been invited to present at the following April 13, 2005, Allen Press Emerging Trends Seminar, National Press Club, Washington DC, "What *really* happens: the Open Access experience at the Medical Library Association"; April 14, 2005, North Carolina Serials Conference, Chapel Hill, NC "Point-Counterpoint on Open Access" (w/ Rick Anderson); May 2, 2005, International Committee of Medical Journal Editors (ICMJE) annual meeting, National Library of Medicine, Washington DC, "Impact of electronic scholarly publishing on the Uniform Requirements for Manuscript Submission"; June 6, 2005, Special Libraries Association annual meeting, Toronto, Ontario, Canada, "Librarianship and the digital revolution in scholarly publishing."

Princeton Baptist Medical Center, Birmingham, AL

☞ **Marian Morris** was recently promoted to Distinguished Level in the Academy of Health Information Professionals (AHIP).

University of South Alabama, Baugh Biomedical Library, Mobile, AL

☞ **Judy Burnham** has been appointed to the Medical Library Association Estelle Brodman Award Jury for Academic Medical Librarian of the Year Jury for 2005-2006. She has also been elected as the Section Council Liaison for the Nursing and Allied Health Resource Section/MLA. In March Judy presented a Lunch 'N Learn for the USA Physicians Group on "Hints on Surfing the Net for Medical Information. Is it Quality or Quack?"

Justin Robertson contributed a chapter entitled "The Librarian's Role as Information Technology Educator at the University of South Alabama" to the recently published Haworth Press book *A Guide to Developing End-User Education Programs in Medical Libraries*.

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"Please accept my resignation. I don't care to belong to any club that will have me as a member."

-Groucho Marx

Letter to Hollywood's Friar's Club.

Around the South (continued from pg. 3)

Other recent publications by University of South Alabama faculty/staff:

Delivering Distance Training to Rural Health Care Professionals” in the Spring 2005 issue of Medical Reference Services Quarterly [24(1) pp. 41-54] was co-written by USA faculty and staff, **Jie Li, Robert Runderson, Judy Burnham, Geneva Staggs, Justin Robertson** and **Tom Williams**

Fell DW, Burnham JF. “Access is key: Teaching students and physical therapists to access evidence, expert opinion and patient values for evidence-based practice”. Journal of Physical Therapy Education. Winter 2004 18(3):12-23.



FLORIDA

☞ **The Florida Health Sciences Library Association (FHSLA)** is holding their annual meeting on April



20-22, 2005 in Jacksonville, FL. Jacksonville is the home to seven bridges across the city so we will be focusing “Bridges to Knowledge” as our central theme of the meeting. We have a river-wide of Continuing Education classes to choose from: “Communicating with Physicians: For Librarians”, “Introduction to Public Health for Librarians”, “Media and Learning: Using Sound, Graphics, Text and Animation to Enhance Learning from Presentations”, and an opportunity for hands-on training to becoming a “Super Searcher” using the Internet. See our website for details <http://www.library.health.ufl.edu/fhsla/conferences/annual2005.html>.

University of Florida Health Science Center Libraries

☞ **Michele Tennant** helped organize the 2005 Florida Bioinformatics Workshop at the University of Florida in February. Dr. Tennant chaired a session during this two-day event that featured 10 world-renowned speakers in bioinformatics, including Erik Jacobsson from NIH and Nick Tsinoremas from Scripps Florida. More than 120 faculty and graduate students attended from UF and other institutions in the Southeast United States.

The library also hosted a dinner for **Joyce Mitchell**, formerly of the University of Missouri, now at the University of Utah. Dr. Mitchell is an expert in both bioinformatics and health informatics, and spoke at the conference on ‘Ontologies in Bioinformatics.’



Michele Tennant

Mary Edwards has been awarded a scholarship from the Association of College & Research Libraries to attend their national meeting in Minneapolis April 7-10. At the conference, Mary will present the poster ‘Creating a Distance Learning Logo to Market Library Services,’ which she co-authored with **Linda Butson, Ned Davis** and **Chris Youngblood** of the HSC Libraries.

Sandra Canham, of the Borland Library, was approved for membership in the MLA’s Academy of Health Information Professionals at the Senior Member level.

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Around the South (continued from pg. 4)

Pamela Sherwill-Navarro and **Addajane L. Wallace** (Halifax Medical Center Daytona, now retired) have been awarded MLA's Ida and George Eliot Prize for 2005. The Eliot Prize is presented annually for work published in the preceding calendar year, which has been judged most effective in furthering medical librarianship. The pair won the award for their article 'Research on the value of medical library services: does it make an impact in the health care literature?' published in the Journal of the Medical Library Association, July 2004; 92(1): 34-35.



Pamela Sherwill-Navarro

The HSC Libraries made two hires recently. We welcome **Ellie Goodwin** as a visiting assistant university librarian. Ms. Goodwin received her master of science in Library and Information Science from Florida State University in December 2004. She previously worked in the Electrical and Computer Engineering Department of UF while completing her advanced degree. Ms. Goodwin's duties include staffing the library reference desk and performing mediated searches, as well as assisting and teaching library courses.

We also welcome **Laurie Baker** as our new Library Technical Assistant. Ms. Baker is currently an online student at Clarion University in Pennsylvania, working to complete her MLS degree this summer.



Raphael Euppah

From Feb. 25 - March 12, the HSC Libraries hosted **Raphael Euppah**, the 2005 Cunningham International Fellow of the Medical Library Association. Gainesville was his first stop in a four-month fellowship for health sciences librarians from countries outside the US and Canada to study and work in several American health science libraries. Mr. Euppah is head of the Nairobi Hospital Library in Kenya, a small library with 43 current medical journal subscriptions, about 3000 older textbooks and 5 computers. Most Kenyan doctors have no internet connection (and few that do enjoy full-text access), and while here Mr. Euppah gained useful knowledge about database creation / maintenance and other electronic information access strategies.

'Changing The Face Of Medicine' is the title of a new exhibit about women in medicine created by the National Library of Medicine and the American Library Association. Over the next three years it will travel the country, and recently the HSC Libraries learned it was one of several libraries chosen to host this powerful exhibit. The Libraries worked to acquire it by collaborating with an impressive collection of groups from the Health Science Center, Shands Hospital and the community, all of whom pledged organizational and promotional support. This group includes: the Office of the Senior Vice President, Health Affairs; all six HSC college deans and the CEO of Shands HealthCare; several university and community-based women's health and women's studies organizations; the Alachua County Medical Society; and the UF, Santa Fe Community College and Alachua County libraries.

The exhibit's arrival is anticipated during the celebration surrounding the joint 50th anniversary of the Colleges of Medicine and Nursing, the Health Science Center Administrative Unit and the HSC Libraries in Spring 2006. Some of the events tentatively planned include speakers drawn from each college's prominent current and emeritus women faculty, a roundtable discussion involving all six HSC deans, and a career fair aimed at high school and community college students interested in pursuing health care careers. Also planned is a panel discussion with the original founders of the Gainesville Women's Health Center about the women's health movement of the 1970s and its implications for health care practice today, and exhibits on reflective writing and photo essays by medical students about their lives in medical school.

<http://www.nlm.nih.gov/changingthefaceofmedicine/>



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Cecilia Botero was elected Chair-Elect / Program Chair of the Technical Services Section of MLA.

Michelle Foss, as a member of the international library advisory committee for the Optical Society of America, attended their Leadership Summit in Washington, DC, February 2-5.

Michele Tennant, Ph.D., MLS has been chosen to receive the Medical Library Association's Estelle Brodman Award for the Academic Medical Librarian of the Year for 2005. The Brodman Award recognizes the achievements, contributions and leadership of a mid-career academic health sciences librarian.

She also published 'Bioinformatics librarian: Meeting the information needs of genetics and bioinformatics researchers' in the special issue 'Emerging roles of health sciences librarians, part 2'; Reference Services Review 33(1):12-19, 2005.

In January, **Dr. Tennant** and **Cecilia Botero** reviewed and offered comments upon the National Library of Medicine's proposed changes to the Cells and Genetics portion of NLM's call number schedule, designed to more closely align itself with the MESH terms.

Health Sciences Library Baptist Health South Florida

✂ **Diane Rourke, Devica Ramjit Samsundar and Channapathna Shalini** "Author, Author: Creating a digital archive of publications in a hospital librarysetting". Medical Reference Services Quarterly. 24(2) 2005. Last year's celebration of twenty five years of honoring the publications of Baptist Health staff prompted this archive initiative as well as the opportunity to host an FSU School of Information studies internship.



GEORGIA

✂ Effective January 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 Journal of the Medical Library Association, Biomedical Digital Libraries and Journal of Cultural Diversity and as a reviewer for Clinical Medicine and Research and 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).

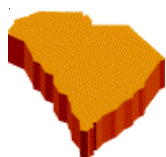
Dr. Spasser will be an asset as the Greenblatt Library faces demanding changes and creative opportunities for becoming a premiere academic health sciences library. Specifically he will share leadership for the Library's educational programs through further integration of instruction to support health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

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Around the South (continued from pg. 6)

Effective February 15, **Kevin Bradford** joins the Greenblatt Library faculty as Clinical Information Librarian. Specifically Kevin will serve as part of the education and information services team, with special focus on evidence-based information to support clinical and family-centered care. Joining us from Lourdes Hospital, Paducah, KY, Kevin brings advanced expertise of health care information and a knowledge base and readiness to support its use at the bedside via mobile technologies.

Wendy Ellis was appointed Digital Information Librarian and Instructor in the Greenblatt Library in January 2005. One of her roles is to make the library's resources readily available online to our users. Ms. Ellis obtained her Masters degree in Library and Information Science in December 2004 from the University of South Carolina while working full time as a Systems Analyst in the library's technical services department. She also has served as the MCG server site coordinator for the statewide online catalog project since 1999. This background along with her new library degree provides a great combination for her new faculty role. An Augustan since 1998, Wendy likes to read in her spare time.



SOUTH CAROLINA

University of South Carolina School of Medicine Library

CS Felicia Yeh, formerly Director of Collection Management Services, South Carolina State Library, has been appointed Assistant Director for Serials.

Rozalynd McConnaughy has been promoted from the position of Coordinator, Center for Disability Resources Library, to Assistant Director for Education and Outreach.

Victor Jenkinson received an award from the consortium, Partnership Among South Carolina Academic Libraries, to attend the conference, Managing Digital Assets: A Primer for Library and Information Technology Administrators, February 4-6, 2005, in Charleston, South Carolina.

Rozalyn McConnaughy exhibited at the South Carolina Human Services Providers Conference in Charleston, February 9-10, 2005.

In partnership with the University of South Carolina School of Library and Information Science and USC University Libraries, the Library hosted the MLA teleconference, Partnering for Public Health: Information, Librarians, and the Public Health Workforce, on March 9, 2005. **Allison Duncan** served as site coordinator.

Sarah Gable, Chair, Medical Library Association Chapter Council, attended an MLA Board meeting in Chicago, February 17-19.

Ruth Riley, Secretary/Treasurer, Association of Academic Health Sciences Libraries, attended an AAHSL Board meeting in Chicago, February 16-18.

Ruth Riley was a panelist at the Georgia Health Sciences Library Association annual meeting, March 17-19, Athens, Georgia for the panel presentation - Open Access Publishing: Changing Scholarly Communication & Libraries.

Rozalynd McConnaughy published a review of the video, Asperger Syndrome: Living Outside the Bell Curve, in Journal of the Medical Library Association, 2005 Jan; 93(1):139-40.

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TENNESSEE

University of Tennessee Health Sciences Library

☞ **Tom Singarella**, PhD, Director of the UTHSC Health Sciences Library, has authored a report on the current status of institutional repositories, *An Overview of Institutional Repositories*; Working Paper. The white paper was written at the request of the Association of Academic Health Science Libraries to provide an overview of the issues related to establishing an institutional repository (IR). The report reviews the state of IRs today in higher education institutions. The white paper was developed under the auspices of the AAHSL Charting the Future Committee. The paper is available from the UTHSC web site: http://library.utmeme.edu/papers/IR_MAR_AAHL.pdf and from the AAHSL organizational repository <https://kuscholarworks.ku.edu/dspace/handle/1808/216>

Lin Wu, Reference Services Librarian, published an article about Internet resources for consumers searching for help with Tourette Syndrome. "Tourette Syndrome: Information from the Internet," was published in *Journal of Consumer Health on the Internet* (2005) 9(1), 45-54.

Richard Nollan, Special Collections Librarian, has published the inaugural issue of a newsletter to promote the UTHSC growing collection of historical works. The *Health Sciences Historical Collections Update* will be a semi-annual publication describing new acquisitions and highlighting current projects. The newsletter is designed to be primarily a paper publication for faculty and contributors to the collections, but a full-text link is also available online. Follow the Newsletter link on the HSHC web site to see the first issue: <http://library.utmeme.edu/HSLBC/history/index.html>

University of Tennessee Graduate School of Medicine, Preston Medical Library

☞ **Suresh Ponnappa**, previously Assistant Dean and Director, East Tennessee State University, Quillen College of Medicine, has been appointed Associate Dean for Learning Resources and Educational Technology in recognition of outstanding leadership and his role in guiding the evolving use of educational technologies. Since joining the faculty of the College of Medicine in 1998, Suresh has made the Library an institutional strength. His efforts to gain collaboration in the establishment of a state-wide database consortium have provided a model for cost-effective institutional collaboration in Tennessee health science libraries. Suresh is President of the Tennessee Health Sciences Library Association and a member of the Tennessee Advisory Council on Libraries.

Cynthia Vaughn, currently Reference Coordinator, Ehrman Medical Library, New York University School of Medicine, will rejoin the staff of the University of Tennessee Graduate School of Medicine, Preston Medical Library, as a Clinical Medical Librarian. Cynthia previously worked at Preston as a National Library of Medicine Second Year Fellow. Welcome back, Cynthia!

The Tennessee Health Sciences Libraries Association (TheSLA) sponsored **Beth Wescott**, NNLM, to teach her "Easy to Read Health and Wellness Materials" class as a preconference to the Tennessee Library Association Annual Conference in Nashville on April 6. Beth also taught this class in Jackson in 2004 and in Knoxville and Memphis in April 2005. Health educators joined librarians in the classes. Beth won the 2004 Institute for Healthcare Advancement Award for Outstanding Achievement in Health Literacy in the category of Innovative Programs.

Eskind Biomedical Library at Vanderbilt

Chapter member **Mark Hodges**, former director of the Eskind Biomedical Library at Vanderbilt, was in London in February to attend the Morton Memorial Dinner and Conference. The event, sponsored by Britain's Health Libraries Group, commemorated and celebrated the life and career of **Leslie T. Morton**, the distinguished medical bibliographer, who died last year. <http://www.pubmedcentral.nih.gov/articlerender.fcgi?artid=442188>

Southern Chapter Annual Meeting Call for Papers & Posters

You are invited to submit proposals for contributed papers and posters for the 2005 SCMLA annual meeting in San Juan, Puerto Rico October 20-24. Our theme is, "Exceeding Our Boundaries: Advocate, Rejuvenate, and Celebrate."

Proposals should relate to:

* **ADVOCATING** for our libraries, our patrons, our profession: What has your library done to position itself as an integral part of your institution? How have you identified underserved or emerging populations of users and developed new services or programs to meet their needs? What research have you done that contributes to the body of knowledge in our field?

* **REJUVENATING** our services, our libraries, our administration, and ourselves: What new or revamped services are you offering and why? How do you educate your administration and faculty? What would you do differently, now that you've been there, done that? How do you stay motivated and refreshed?

* **CELEBRATING** our successes, our careers, our futures: How do you promote your library and its successes, both in house and externally? What recruiting techniques do you use to encourage medical librarianship as a career path? What are the emerging trends that we should start preparing for?

Proposals should be submitted in the format of structured abstracts (see <http://hubnet.buffalo.edu/mla/abstract.html>). Each abstract may be up to 300 words in length and must include a list of authors, their institutional affiliations, email addresses, and telephone numbers.

Contributed Papers: Each paper will be 17 minutes in length. Email abstracts to Clista Clanton at cclanton@bbl.usouthal.edu using a Word attachment.

Posters: Presenters should plan to be available to staff posters during a one-hour poster session. Posters will remain up for viewing for the remainder of the conference. Electrical connections will be available. Email abstracts to Jane Bridges at BridgJa1@memorialhealth.com using a Word attachment.

The deadline for submitting abstracts is May 16, 2005.



New Member Spotlight (1)...Carla Levesque

Carla Levesque has been a librarian for several years but is new to medical librarianship. She joined Southern Chapter in hopes of becoming acquainted with chapter members and she also hopes to expand her medical librarianship knowledge.

Since May 2004, Carla has been the Faculty Librarian at Miami Dade College (MDC), Medical Center Campus. As the only Faculty Librarian at MDC, her job duties include many areas such as teaching, reference, and collection development. Carla's primary focus has been to provide more instruction opportunities for students, staff, and faculty. In addition to the normal bibliographic instruction workshops that cover search techniques and strategies to use the Library's online catalog and electronic databases, she offers specialized classes and workshops on APA citation style and health information literacy.

Recently Carla was awarded a 2005 Carnegie-Whitney Award for producing Oral Health Literacy: An Annotated Bibliography of Materials for People with Limited Literacy Skills. This publication identifies high-quality print, audiovisual, and web-based materials on preventive oral health care as well as oral health conditions and diseases. It was written and/or designed for adults with limited literacy skills. The Membership Committee welcomes Carla to our chapter.

News from Chapter Council

Once again Southern Chapter members and institutions have been chosen for leadership roles in various MLA elections, and recognized with a number of MLA awards and scholarships. Be sure to attend the Awards Ceremony & Luncheon at MLA (Tuesday, May 17th, Noon-1:30pm) honoring our colleagues in the latter category.

Elections

- MLA Nominating Committee – **Linda Garr Markwell**, AHIP, Health Sciences Center Library, Emory University School of Medicine, Atlanta, GA
- MLA Leadership and Management Section Chair-Elect - **Pat Higginbottom**, AHIP, Lister Hill Library, University of Alabama at Birmingham, Birmingham, AL and Nominee to the MLA Nominating Committee - **Jett McCann**, AHIP, Medical Library, Medical University of South Carolina, Charleston, SC
- MLA Nursing & Allied Health Resources Section Chair – **Carolyn Brown**, AHIP, Health Sciences Center Library, Emory University School of Medicine, Atlanta, GA and Section Council Representative-Elect – **Judy Burnham**, AHIP, Biomedical Library, University of South Alabama, Mobile, AL
- MLA Technical Services Section Chair-Elect - **Cecilia Botero**, Health Science Center Libraries, University of Florida-Gainesville, FL

Awards

- Estelle Brodman Award for the Academic Medical Librarian of the Year - **Michele Tennant**, AHIP, Health Science Center Libraries and University of Florida Genetics Institute, University of Florida-Gainesville, FL
- Lois Ann Colaianne Award for Excellence and Achievement in Hospital Librarianship – **Mary Fran Prottzman**, AHIP, Medical Library, Veteran Affairs Medical Center, Jackson, MS
- Ida and George Eliot Prize – **Pamela Sherwill-Navarro**, AHIP, Health Science Center Libraries, University of Florida-Gainesville, FL and Addajane Wallace, AHIP, Medical Library, Halifax Medical Center, Daytona Beach, FL, for “Research on the Value of Medical Library Services: Does It Make an Impact in the Health Care Literature?”

Grants and Scholarships

- Donald A. B. Lindberg Research Fellowship – **Yin Aphinyanaphongs**, Department of Biomedical Informatics, Vanderbilt University, Nashville, TN
- MLA Scholarship – **Teresa Hammett**, College of Information, Florida State University-Tallahassee, FL

And last, but certainly not least, congratulations to the staff at the Grady Branch Library, Emory University Hospital, Atlanta, GA for receiving an Honorable Mention for the 2004 National Medical Librarians Month (NMLM) Creative Promotions Award competition.

Quotables:

“My loathings are simple: stupidity, oppression, crime, cruelty, soft music. My pleasures are the most intense known to man: writing and butterfly hunting.”

-Vladimir Nabokov

Academic Librarian of the Year Award Funded

Thanks to the generosity of **Janet S. Fisher**, the Southern Chapter Academic Librarian of the Year Award is funded for the next four years, 2005 – 2008. The award is presented to a chapter academic librarian based on nominations submitted by Southern Chapter members to the Honors & Awards Committee. The winner is presented with a plaque and a check for \$250.00. The successful applicant will have demonstrated excellence in research, instruction, and/or service in health librarianship. Other criteria should mirror those for MLA's Estelle Brodman Award for the Academic Medical Librarian of the Year. Southern Chapter's winner is nominated for the Brodman Award. Past Academic Librarian of the Year Award winners are:

2004 - **Ada Seltzer**
2001 - **Judy Burnham**

2003 - **Rick Wallace**
2000 - no award given

2002 - **Elizabeth Connor**
1999 - **T. Scott Plutchak**

Janet Fisher is Professor and Library Director for Development & Outreach at East Tennessee State University's Quillen College of Medicine Library. As a Past Southern Chapter Chair, Janet was aware of discussions concerning the funding of chapter awards. Thanks, Janet, for stepping up to the plate to fund this award. Other members so inclined are encouraged to follow in Janet's footsteps.

Hospital Librarian of the Year Award

Nomination Information

Nominate a Hospital Librarian as the Hospital Librarian of the Year

Southern Chapter/Medical Library Association

- Do you know a hospital librarian who is a member of MLA and SC/MLA?
- Someone who is currently a hospital librarian and who has worked in a hospital library for at least five (5) years immediately preceding the award year?
- Recognize a hospital librarian who has contributed to the profession by demonstrating excellence and achievement in any of the following areas:

- Service
- Advocacy
- Leadership
- Technology
- Publications

- Presentation/Teaching
- Research
- Administration
- Special Projects
- Any combination of listed areas

At the annual SC/MLA meeting, the recipient will receive a plaque and \$250.00 Please forward nominations before May 15, via e-mail, which would make it easier to sent to the committee members; mail; or fax to: marilyn.teolis@baptisthospital.com or Marilyn Teolis, Box #82 Baptist Hospital, 2000 Church St. Nashville, TN 37236 Telephone: (615) 284-5373 or Fax: (615) 284-5861 The required contents for the nomination and the rating form are listed on the Chapter Web site: www.scmla.org/hospawa.htm



Sponsored by the SC/MLA Hospital Libraries Committee

(continued pg. 12)

Hospital Librarian of the Year Award (continued from pg. 11)

Criteria Hospital Librarian of the Year

The Hospital Librarian of the year award is presented to an individual who has made outstanding contributions to the field of hospital librarianship in the following areas:

- A. **Accomplishments in the field of hospital librarianship**
Overall distinction or leadership within a hospital library such as a leadership role on the job, in the Southern Chapter or other library organizations, grants, AHIP membership, or other awards.
- B. **Impact of work on the hospital library profession**
Special projects related to hospital librarianship such as setting up a free interlibrary loan network or consortia, items which benefited a number of libraries, advocate for hospital libraries, work developing with library standards, or any other comparable project.
- C. **Service to other hospital librarians or libraries**
Develop or implement innovative applications of technology or software for hospital libraries in various settings. This could be a digital library, PDAs etc. Other examples could be involvement in local, regional, or national professional library (medical and non-medical) organizations whose overall "effect" improves working conditions, services, and so forth at the hospital library level.
- D. **Visibility in the area of hospital librarianship**
Recognition of an individual's works and/or efforts by their fellow library peers or local hospital colleagues, administration, and library patrons. Presents research, publishes, teaches, consults, or is a recognized expert in a specific area who willingly shares that expertise. Works or professional contributions that have a lasting effect on the profession should also be listed here.

Do you know a hospital librarian who has contributed to the profession by demonstrating excellence and achievement in the field? As the chair of the Hospital Library Committee, I would encourage you to nominate this individual for Hospital Librarian of the Year. The award recipient will receive a plaque and \$250.00 at the annual SC/MLA meeting.

The requirements are simple. He or she must be a member of MLA and SC/MLA. The candidate is

someone who is currently a hospital librarian who has worked in a hospital library for at least five (5) years immediately preceding this year. The Committee has instituted a rating form (see below) because we wanted to improve the quality of the documentation for the award, and make it easier for folks to submit nominations.

If you would like to recommend someone for this year, would you complete a nomination form? The required contents for the nomination and the rating form are listed on the Southern Chapter Web site at: www.scmla.org/hospawa.htm Please forward nominations before May 15, 2005 via e-mail, or fax to:

marilyn.teolis@baptisthospital.com Fax: (615) 284-5861

Email would make it easier to send the documentation to committee members. However, if you wish to mail a nomination, please send seven (7) copies to: **Marilyn Teolis**, Box #82 Baptist Hospital, 2000 Church St. Nashville, TN 37236

The committee would like to announce the award winner in the Summer issue of Southern Expressions so the individual has time to make travel arrangements to attend the meeting. Therefore, we must receive the nomination before May 15, 2005 in order for the person to be eligible for this year's award.

Join the Academy of Health Information Professionals (AHIP)

Join over 1,200 academy members and earn your membership in the academy.

The academy offers:

- professional development
- career planning
- personal achievement
- professional recognition

Link to www.mlanet.org/academy/ to learn more about the benefits of academy membership and for applications.

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



Ad Hoc Finance Committee

An Ad Hoc Finance Committee has been formed to advise the Chapter Bookkeeper on chapter income and expenditures, and to make recommendations for the future. Members of the ad hoc committee are:

Marilee Creelan = Bookkeeper and Ad Hoc Committee Chair

Tom Singarella = a Past Chapter Chair

Pam Neumann = Chair-elect

Helvi McCall = Secretary/Treasurer

Rita Smith = Research Committee Chair

Mary Cassanova = Honors & Awards Committee Chair

Jan LaBeause = Chapter Council Rep

Sandra Franklin = Chair

If you have any ideas that you would like to share with Marilee or other members of the committee, please do so. The goal is to have a report by the SC/MLA annual meeting in Puerto Rico.

-Submitted by Sandra Franklin

Georgia Statewide AHEC Web Presence for Public Health Departments Project

Through an NN/LM-SE/A Outreach Grant, the Georgia Statewide AHEC Librarians will partner with sixteen individual county Public Health Departments to create web sites and provide training for the staff and clients in each county. This project will build on the strengths developed through previous activities: the Mercer PHOENIX Project, Cybercafé, exhibiting at annual meetings, Internet Access grants, and training of health professionals within the public health departments.

The web sites will promote services and provide contact information, local health events, pertinent health information and links to local, state, and federal databases for each county health department. Training components will follow the Mercer University School of Medicine Library's PHOENIX teaching modules. These modules will be updated and expanded. They will be available to the grant participants and eventually be available to the rest of the Public Health Departments in Georgia. Finally, the public health professional will be offered library services to keep them up-to-date in their professions, current literature alerts and access to articles featured, reference support, and document delivery.

Training on how to locate consumer health information and how to navigate the Public Health Web site will be provided in each county. Public Libraries and public health offices will be the site of these training opportunities. Clients and county residents will be encouraged to attend through promotional materials and newspaper advertisement.

Message From the Director (continued from pg. 1)

Tom Williams, to gather the recipes, but the writing of reminiscences shared by members made the book special. The Chapter was able to profit financially from the many volunteer hours, too.

So, while the Executive Board is looking at committee structure, think of ways you would like to volunteer your time and service to Southern Chapter. Volunteers provide the human energy that drives an organization. In addition to established committees, there will be opportunities to work on upcoming state meetings in Georgia and South Carolina. There may still be opportunities to assist with the meeting in Puerto Rico, too. Volunteering should provide a satisfying use of your skills and talents and ambitions. Make your desires known.

Henderson Takes the Helm at Morehouse

Cynthia L. Henderson is the new Director of the Morehouse College of Medicine Media Center in Atlanta, Georgia. She became director effective November 1, 2004. Prior to the retirement of Beverly Allen, Cynthia served as Deputy Director of the Multi-Media Center from July 2000 to June 2004, and was responsible for the day-to-day management and operation of the Multi-Media Center and supervision of Multi-Media Center librarians and staff. Cynthia was Interim Director during the search for a new Director.



Before coming to Atlanta, Cynthia was Director of the John A. Graziano Memorial Library and Assistant Professor, Health and Human Sciences Program, Samuel Merritt College, in Oakland, California, from July 1997 to June 2000. With responsibility for administration and management of the library serving as Summit Medical Center's Medical Library, Cynthia reported to the Academic Vice President and Provost. Cynthia has also worked as a Health Sciences Librarian at the University of Illinois at Chicago, Urbana, and was Assistant Director of Library Services at Charles Drew University of Medicine and Sciences in Los Angeles, California, among other positions prior to moving to Atlanta.

Cynthia's goals at Morehouse are to continue to provide excellent library services as well as explore grant opportunities and outreach activities. Her expectation is that the library will be doing more training, many more programs, and looking at ways to enhance and more fully integrate the use of technology in library services.

Cynthia's CV lists numerous grants, presentations, and publications. Cynthia is a journal reviewer for JAMA and an active member of the Joint MLA/AAHSL Legislative Task Force. Cynthia joined right in with Southern Chapter and CONBLS directors' activities. She was involved with **Sandra Franklin** and **Jocelyn Rankin** in selecting the Atlanta hotel location for the 2006 joint meeting between Southern Chapter and the MAC Chapter. She is a member of the committee working with Tamera Lee to plan the 2006 CONBLS retreat in Augusta, GA. We are glad to have Cynthia in Atlanta and Southern Chapter, and look forward to working more closely with her.

-Submitted by Sandra Franklin



FLORIDA TECHNICAL COLLEGE LIBRARY INVITES YOU TO A TELECONFERENCE

Library Hot Topics: Discussions & Interviews

Friday, April 29, 2005 – 12:00pm-2:00pm EST

What are the current hot topics? What are the new technologies? We'll find out in this teleconference that will be similar to a television news magazine; qualified speakers who are at the forefront of new issues share their knowledge of "hot topics." Mark your calendars and join us. Ask a friend or coworker to attend. Bring your lunch. Expand your knowledge.



1199 S. Woodland Boulevard
DeLand, Florida 32720
386-734-3303

Point of Contact: **Martha Haller Scanlon**



Health InfoNet of Alabama, Go Local Update



Health InfoNet of Alabama is now a participant in the National Library of Medicine's MedlinePlus "Go Local" initiative. Through this initiative, users of the powerful, award-winning MedlinePlus health information site (www.medlineplus.gov) can link from health topics such as "diabetes" to relevant health services and resources in their own area via local consumer health information service sites – such as Health InfoNet! (See www.healthinfonet.org.) Since being named the Alabama participant in the Go Local project in April 2004, Health InfoNet has received funding subcontracts from the Alabama Public Library Service (APLS) and the National Network of Libraries of Medicine, Southeastern Atlantic Region (NN/LM/SE/A) to support this initiative. The APLS funding will go toward training the librarians and staff in the 207 Alabama public libraries in medical reference for consumer health information seekers as part of the concurrent initiative to make Health InfoNet a statewide service. The NN/LM funding will be used to support a University of Alabama School of Library and Information Studies (SLIS) graduate student assistantship to help with the identification and indexing of local health resources for the Go Local system. Some of the funding will also be used to support efforts to recruit volunteer "selectors" of local health resources around the state as well as general promotion of the site.

For more information about Health InfoNet or the MedlinePlus Go Local project, contact **Kay Hogan Smith** at 934-2230 or khogan@uab.edu.

Honors and Awards Committee

The Honors and Awards Committee is accepting nominees for the following awards:

- SC/MLA Honorary Membership
- SC/MLA Academic Librarian of the Year Award
- Martha C. Watkins Scholarship

Please to go <http://www.scmla.org/grants.htm> for criteria and procedures about these honors and awards. Deadline for nominations and applications is June 1, 2005.

-submitted by Mary Cassanova



New Member Spotlight (2)...María Isabel Chévere

María Isabel Chévere has a challenging position that requires her to keep current in the latest technology and innovations in libraries at home and around the world. Her current position is at the Universidad Central del Caribe, School of Medicine in Bayamón, Puerto Rico. She is in charge of the Serials Collection, prepares Interlibrary Loans, revises reports (Interlibrary Loan Report and Night Report), supervises personnel, provides reference service, and performs additional work-related activities.

Currently, she is working on an Interlibrary Loans Report, using Excel, which includes a monthly report and an annual report. The reports capture information about the requestor, number of loans, cost, destination, and if the request was filled or unfilled. Also, the annual report includes a monthly breakdown of several items such as cost and the number of requests that are cancelled for the first time. Other aspects of María's position include maintaining the budget, documenting monthly record costs, and other duties.

Maria joined Southern Chapter to broaden her exposure to current technology and to learn innovative techniques to incorporate into her procedures. Please join us in welcoming Maria to the chapter!

The Back Page: Journal Pricing Revisted



Librarians have studied and reported on the increase of journal prices several times over the last three decades. By now, the astronomical price increases of journals in science and medicine and their consequences for library budgets have been firmly established. This short write-up does not offer a solution to this predicament, but rather a view from a different angle.

Publishing companies are businesses that exist to make a profit. Whether we like it or not, they are not concerned with library budgets, lack of budget increases, state budget cuts etc. Their concern is to run their businesses profitably.

One of the factors that managers consider in making projections about their future sales and revenues is the market demand curve, which serves as the basis for pricing and output decisions. Libraries and librarians are part of this market, and we are being studied in great detail. The demand curve shows the customers' willingness to buy goods/services at various prices. In addition to the price, a business, in this case the publisher, must consider other factors related to demand: quantity demanded, advertising expenses, the price of substitutes and/or complimentary goods, the competitors' advertising expense, demographics, and taxes, to mention some. Some of these variables are within the publisher's control, some are not. The publisher must measure and forecast the impact of each of these variables, and any changes in them.

Demand affects revenues, and is therefore key to a marketing plan. The demand for a good/service can be elastic or inelastic. When the demand is elastic, and the price increases, revenues decrease, as customers respond to the increase in price. When the demand is inelastic, however, and the price increases, revenues increase, since customers continue to buy the good/service regardless of price increases. Formulas are available for calculating what the price should be to achieve a certain level of sales (and sales revenues). I will argue that libraries and librarians have provided the publishers with an inelastic demand for journals.

What else can affect the price elasticity of demand? The availability of substitutes. As more effective substitutes become available, the more elastic the demand. What is the substitute for the journal title "Brain"? The uniqueness of each journal title makes it difficult to substitute titles the same way as consumers may substitute chicken for meat as meat prices increase, for example. Another factor affecting the price elasticity of demand is the percentage of the budget spent on a particular good/service. The greater the percentage of the budget spent on a good/service, the greater the effect of a price change, and the more elastic the demand. Yet another factor affecting demand and revenues is the economy. As our income (and budgets) increase, the demand for a product continues to increase. For consumers, as the price on meat increases, they continue to buy meat as their incomes increase, because the meat has utility for them. Continuing to buy journals must have utility for libraries and librarians? If not, why would we continue to buy journals at high prices although our budgets are decreasing?

Publishers are aware of substitutes. They measure the cross-elasticity of demand, which relates to how the price of the closest substitute affects the demand for their product. The fewer and poorer the number of close substitutes to a product, the greater the amount of monopoly power possessed by the producing or selling firm. Lack of substitutes, then, affects a company's profitability positively and the company's competitive advantage. Another factor affecting profitability is high barriers to enter the market. The higher the barriers to entry, the higher the incumbents' profitability and competitive advantage. Furthermore, the lesser the bargaining power of buyers/suppliers, the higher the company's profitability. On this note, librarians have become savvy negotiators individually and collectively by joining together in consortia, reducing the prices of journals. In economic terms for the publishers, this is a very important step for librarians.

(article continued p. 17)

The Back Page (continued)

On another note, it should not cost the publishers more money to produce a higher quantity of articles, as it has been argued in the literature. Similarly, continuing to provide print titles do not represent “fixed costs” to publishers while they enhance their platforms to deliver electronic content. Labor and paper (raw materials) represent variable costs, costs that vary with the quantity produced. Variable costs increase as the quantity produced increases. Fixed costs, however, are just that: fixed; they do not change, no matter how much the quantity produced changes. An example of a fixed cost would be the rent for the building housing the computers, or printing press. The nice thing about fixed costs, is that fixed cost per unit goes down as the quantity produced increases, because there are more units to spread the cost over, and it approaches zero in the long run. Any business must be able to recover their fixed costs. Formulas are available to calculate price and profit based on variable and fixed costs and quantity produced (which is determined by quantity demanded). Publishers are not suffering because they have to publish more articles. It may, to some extent, depend on what they decide to consider their unit entity to be, but regardless of that, as the quantity increases, the fixed cost per unit decreases and approaches zero.

In the early nineties, the publishing industry experienced a paradigm shift. The World Wide Web, as we know it, was emerging. The publishers had to develop an electronic platform while maintaining their printing presses. At that time, the print was considered the “original”, and the electronic version of a journal issue was incomplete, and expensive to buy in addition to the print title. Later, librarians could choose print or electronic, until the situation has been reversed, making the electronic version the preferred “original”, and print being additional, or even adding to the costs to the extent that many libraries are canceling their print subscription, making the printing press for the publishers obsolete. The equipment that publishers use to produce journals is not expenses or fixed costs, but capital investment or assets, purchased to produce future revenues. These assets are assigned to expense through depreciation. Most likely the publishers wanted to exhaust as much of these assets’ “useful life” as possible to avoid big losses (which would affect their financial statements and stock value), while they at the same time developed their electronic platform as R&D. As the electronic platform became better developed and the useful life of their assets was exhausted, they were in a better financial position to offer electronic content competitively, and did just that. Given the inelastic demand for their products, they were able to increase their revenues while they developed their electronic platforms.

Take a closer look at Elsevier. Elsevier has four divisions, health being one of them. Of all their divisions, the health division is the most profitable, with a profit margin in excess of 35% in 2004! Elsevier management sets goals and objectives for expanding their market and improving services, and achieves them ahead of schedule. This information is available on their web page. Some of the things Elsevier has done are to buy successful companies to expand their market share, and to offer complimentary services to increase the demand for their primary product, full-text online journals. Elsevier is simply a very well run, successful company.

The journal market is far more complex than what is described here. As consumers in this market, we must do better than study the prices.

-Submitted by Ellen Sayed

The Final Word:

Wonder of wonders, I can’t think of anything witty to say this month (please try and contain your collective disappointment). But for your edification (not to mention a not-so-subtle self-congratulatory slap on the back), I proudly announce the arrival of links within this publication that (theoretically, at least) actually work! Now, not only can you follow links to web sites listed within SE, but you can also use the new, improved, and downright neat-o table of contents to navigate around the issue itself. Awesome!

As per usual Clista and I want to thank all of this issues contributors. Not only does it make our job easier (filling up a newsletter isn’t all fun and games, you understand), but it saves you from having to read 18 or so pages of my blather.

Hope to see you in San Antonio!

- Justin

Research Spotlight

\$1000 Available for Your Research Project

Do you have a great research idea but no money to pay for postage, clerical assistance, database access, statistical analysis, etc? Southern Chapter's annual Research Project Grant can be your answer. The grant provides support for members' research projects in order to promote and stimulate excellence in the field of health science librarianship and the information sciences. Grants may be used to support all or part of the costs of a study, up to a maximum of \$1000.

If you have an idea for a research project you'd like funded, be sure to submit a brief Letter of Intent by May 15th. The Research Committee will review these early applications to ensure they're appropriate projects for the award, and will assign a research mentor to work with you on development of your full proposal. Full proposals are due August 1st. Award recipients will be notified in October.

See the Research Committee's webpages at <http://www.scmla.org/resinfo.htm> for complete information on the Research Project Grant, including guidelines for the Letter of Intent and final application. For more information, contact Rita Smith at smith_rb@mercer.edu.

Calling All Southern Chapter Researchers for Our Chapter Research Survey

Who's researching what in Southern Chapter? The next issue of Southern Expressions will include a listing of various research projects currently underway by chapter members. The Research Committee is compiling this list to encourage networking among colleagues doing similar projects and to encourage others to get involved with research.

Are you thinking you're too busy doing your job to do research? Keep in mind that research doesn't have to include a full array of statistical calculations. Many of us do small in-house research projects that never get a hearing in the literature because of other pressures. This is the place to share your needs assessments and surveys, so that others can learn from your work. Did you evaluate your ILL receipt time via Ariel, or study a change in the pattern of your e-journal usage? Let us know. Your work may help another member with a similar problem, and all it will require is a short email message from you.

Of course, we also want to hear from you if you did finalize an article or make a presentation! Are you working on a project to present at MLA this year or at our own Southern Chapter meeting? Have you published or presented elsewhere in the last 12 months since our last survey? We would like to include your project, so please send a brief note by Monday, May 23rd. We need only 2-3 sentences about the subject of your research, a description of your methodology, and your name, institution, and email address. If you've published, please send the complete citation. Send your information to Rita Smith at smith_rb@mercer.edu.

-Submitted by Rita Smith

