

SOUTHERN EXPRESSIONS

Alabama Georgia Puerto Rico Tennessee
Florida Mississippi South Carolina Virgin Islands

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Spring 2008

Message from the Chair *Judy Burnham*

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Next Reporting Deadline:
June 15, 2008
Next Publication Date:
July 15, 2008



In a recent candidate presentation by Beverly Rossini, new Outreach Librarian at the University of South Alabama Biomedical Library, she used the term “relationship marketing.” As I think about this term, it seems a good description of what we must do as health sciences librarians -- in our institutions, in our professional associations, and in our profession. True relationship marketing differs from other forms of marketing in that it targets an audience with information on products or services which will meet the needs of the customer. But a good definition for us as health science librarians is the process of attracting, sustaining and improving relationships with key people, with an emphasis on retaining customers through repeated satisfaction.

In our institutions, it means developing a relationship with those that will go to bat for us when needed. This can be accomplished by serving on committees, attending social functions, or providing one-on-one instruction when needed. A term I heard recently was “just in time...just for me,” providing the services and resources needed by the individual in the format needed at the time needed. Knowing the research interests of faculty and then forwarding information to them in that area helps develop those relationships. Or forwarding information that can help a committee make decisions or develop policy will help to develop those relationships.

Becoming inclusive in Southern Chapter activities and mentoring new members will help us to recruit new members and retain current members. One issue raised from the 2007 meeting evaluation was that new members wanted some type of orientation or “buddy” system to help them learn about the chapter and the meeting activities. When you see a new face at a SC meeting, make sure they know they are welcomed and appreciated. Be willing to help new members become assimilated into the Chapter activities.

As health science librarians, we can practice relationship marketing with library science students or those new to the profession. By sharing our enthusiasm for our chosen career, we can help to recruit new health science librarians. Check with your library school and see how you can promote health sciences librarianship.

Relationship marketing is concerned with both getting customers and keeping customers. Ian Gordon defined it in this way...”Relationship Marketing is the ongoing process of identifying and creating new value with individual customers and then sharing the benefits from this over a life-

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Content policy:

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.

time of association. It involves the understanding, focusing and management of ongoing collaboration and sharing through interdependence and organizational alignment.” (http://findarticles.com/p/articles/mi_m0FWE/is_3_4/ai_61533802) This can be applied to our institutions, to Southern Chapter, and to retention and recruitment of health science librarians.

*Around the South:
News from Our Regional Libraries*

ALABAMA



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

Two new librarians have joined the faculty at the University of South Alabama. Both are recent graduates of the University of Alabama School of Library and Information Science. **Beverly Rossini**, Outreach Librarian, comes to USA with experience as a high school English teacher and yearbook advisor and has worked in marketing and as a technical writer. In her role as Outreach Librarian, Beverly will be responsible for interlibrary loan, grants administration, promoting the library to the USA community, promoting health care information resources to the community and SOUTHmed, our fee-based outreach program.

Andrea Wright has a strong background and enthusiasm for emerging Internet technologies. She has worked as a virtual reference librarian for Troy University Libraries. As Technology Librarian, Andrea will be in charge of the web page and keeping the library personnel, as well as the academic faculty we serve, updated on how technology can enhance instruction, research and/or patient care.

A Brown Bag @ the Baugh session focusing on Citation Tracking was taught by **Judy Burnham**. The session covered using citation tracking in Scopus, Web of Science and SciFinder Scholar for collection development, identifying research trends, supporting grant applications, supporting the editorial process (both books and journal editorship), analyzing faculty candidates, supporting the promotion and tenure process and research tracking & benchmarking.

The Clinical Librarian program at the USA Biomedical Library has been expanded to include the Children's and Women's hospital. **Clista Clanton** is now attending the meetings of the C&W Policy and Procedures Committee and the C&W Medication Use Committee, providing resources needed

for policy and procedure decision making. In addition to other Medical Center Committees **Geneva Staggs** is also attending the meetings of the Falls Forum, Infection Forum, and Clinical Ladder.

The USA Biomedical Library is hosting an intern from the University of Alabama SLIS. **Fletcher Bowling** will develop a consumer health portal for the new Medical Center Library facility.

Librarians from the USA Biomedical Library are staffing a consumer health table at the Our Body: the Universe Within exhibit at the Exploreum.

The USA Biomedical Library was one of nine hospital libraries selected to pilot a new health information literacy (HIL) curriculum designed to increase health care providers' knowledge of HIL issues, increase patient and provider use of National Library of Medicine (NLM) and other consumer resources, and promote the role of librarians as key providers of HIL resources and support. The curriculum is being developed as part of MLA's Health Information Literacy Research Project, which is studying hospital-based health care providers' and administrators' awareness and understanding of health information literacy and its value in support of patient care. The project is being funded under a contract with NLM.

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

Lisa A. Ennis, Systems Librarian, was recently awarded the 2008 Outstanding Professional Publications Award from the Alabama Library Association's College, University and Special Libraries Division. The award is given in recognition of the recipient's outstanding contribution to the professional literature of academic or special librarianship within the past three years. Congratulations Lisa!



Lisa receiving her certificate and check from Jodi Kuehl of EBSCO

☞ **Health Sciences Library, University of Alabama, Tuscaloosa, AL**

Nelle Williams has been appointed Director of the Health Sciences Library and Continuing Medical Education for The University of Alabama School of Medicine, Tuscaloosa Campus.

FLORIDA



☞ **Louis Calder Memorial Library, University of Miami Leonard M. Miller School of Medicine, Miami, FL**

Mary (Polly) P. Dillon retired from the Library effective December 31, 2007 after 54 years of service. Following graduation from the University of North Carolina, Polly began her career at Duke University and was appointed cataloger at the Calder Library in 1953. She was promoted to Head of Reader Services in 1964 and to Associate Director for Library Programs in 1980. In 1985 she was appointed Associate Director for Database Creation and Facilities Planning. Beginning in 2004, she worked full time in collection development. During her long and successful tenure career, Polly played an important role in the planning and construction of the Library building and was an authority on the Library's collections and the history of the School of Medicine. Polly will be missed by her many friends and colleagues, who wish her a long, healthy, happy and well deserved retirement.

Tanya Feddern-Bekcan taught the CINAHL Tutorial at the Inaugural South Florida Winter Evidence-Based Nursing Institute, January 8, 2008, at the University of Miami.

Feddern-Bekcan co-presented a paper, "Collaborative Curricular Designs for Bringing Best Practices to the Point of Care," with Kathryn Ewers, at Nursing Excellence: Bringing Best Evidence to the Point of Care, the inaugural South Florida Winter Evidence-Based Nursing Conference, January 10, 2008 at the Miami Beach Resort.

Henry L. Lemkau, Jr. published "Constants, context and change: the pursuit of purpose," the 2007 Janet Doe Lecture, in *Journal of the Medical Library Association* 2008 96(1):12-19.

Mary Moore published chapter one, "Overview of health sciences libraries and librarianship," in *Introduction to Health Sciences Librarianship*, M. Sandra Wood, ed. N.Y., Haworth Press, 2008. pp. 3-30.

GEORGIA



☞ **Mercer University Medical Library & Peyton T. Anderson Learning Resource Center, Mercer University, Macon, GA**

Kim Meeks graduated from University of Alabama, Tuscaloosa with an M.L.I.S. last August and was promoted to Systems and Electronic Resources Librarian in September.

Mercer University School of Medicine is opening a second medical school to begin in August 2008 on the campus of Memorial University Medical Center in Savannah. The Health Sciences Library has been operating as a clinical campus library of the Mercer School of Medicine for the last several years, serving Mercer medical students in their third and fourth year rotations as well as physicians, residents, Team Members, and other learners on campus.

The Mercer School of Medicine Savannah campus is being housed transitionally in a former education building on Memorial's campus. The auditorium of that building has been renovated to serve as the Health Sciences Library. Additional professional and technical personnel are being added to the library staff.

The Health Sciences Library will be relocating in April. A new building is being planned for the school in the future, and it will house a beautiful new library. The library's street address, e-mail addresses, phone and fax numbers will not change.

☞ **Polio Exhibit at Roosevelt Institute**

The polio epidemics in America and the creation of the Salk and Sabin vaccines to control them were important medical and cultural events of the 20th century.

A major exhibit about polio by the Smithsonian Institution National Museum of American History examining the disease in all its aspects is now on display at Roosevelt Warm Springs Institute for Rehabilitation in Warm Springs, Georgia. The public can view the exhibit from 10 a.m. to 3 p.m. Monday through Saturday in the lobby of Roosevelt Hall. The exhibit will be on display at Warm Springs through July 2009.

Franklin Delano Roosevelt chose Warm Springs as his second home after spending a month here in 1924 exercising in the spring water. Although he never regained the use of his legs, his spirit revived, and he dedicated himself to helping other people with polio disabilities receive the rehabilitation treatment they needed. He created the Georgia Warm Springs Foundation in 1927 to further that purpose. The Foundation continues to serve people with disabilities as Roosevelt Institute.

For more information about the exhibit, please contact Linda Creekbaum at 706-655-5010 or Linda.creekbaum@dol.state.ga.us.

☞ Georgia Health - Go Local

Consumers in Georgia now have a convenient new way to locate health services and resources in their own county or zip code: Georgia Health - Go Local, located at www.gahealthgolocal.org.

The official launch date for Georgia Health - Go Local is Monday, June 2nd! On this day, librarians and public health professionals throughout the state will be distributing posters, pencils, magnets, and other promotional items to help publicize the new resource among health consumers and patients.

The Georgia Health - Go Local project is being implemented by Georgia's four medical school libraries: Emory University, Medical College of Georgia, Mercer University School of Medicine, and Morehouse School of Medicine, with funding support from the National Library of Medicine (National Institutes of Health) and the Georgia Public Library Service. The project is overseen by a statewide Advisory Board representing a diverse cross-section of librarians and health professionals. Coordinators for the project are **Jan LaBeause**, Director of Library and Peyton T. Anderson Learning Resources Center at Mercer University School of Medicine, and **Susan Smith**, Health and Education Liaison/Reference Librarian at Georgia State University.

While the website is now live at the URL above, project partners are currently testing and tweaking it in preparation for the official launch in June. To read more about the project's development and partners, click on the "About" link at the top of the project homepage.

MISSISSIPPI



☞ Rowland Medical Library, University of Mississippi Medical Center, Jackson, MS

The Rowland Medical Library is hosting the national traveling exhibit "Changing the Face of Medicine: Celebrating America's Women Physicians" from March 6 - April 8, 2008 at the Jackson Medical Mall. During the grand opening on March 6, five of the state's "Local Legends" were honored. Dr. Donald Lindberg, Director of NLM, spoke about the purpose of the exhibit and Dr. Tenley Albright, Director, Collaborative Initiatives at MIT, reviewed the exhibition content and in-

roduced the medical student docents. Eight public programs will be offered during the month-long celebration. Gov. Haley Barbour proclaimed March 12 as Mississippi Women Physicians' Day, and all women physicians were invited to attend a breakfast and view the exhibit and then proceed to the Capitol for the Senate and House proclamations. Physicians attending the event each received a copy of the governor's proclamation as a memento. The Mississippi State Medical Association provided a box lunch.

In keeping with the exhibit theme, Mini-Med School sessions being held during March feature an all-female cast of presenters for the first time. The Friends of the Library Billy S. Guyton History of Medicine Lecture was presented on April 17 by Dr. Helen Barnes, the first female physician selected for the lectureship. The exhibition includes a special display of 50 "first" women physicians in Mississippi, part of the recently announced archive and history collection "Mississippi Women in the Health Professions, 1888-1977," developed by David Juergens and Virginia Hughson. Volunteer quilters from the Medical Center designed and created a queen size quilt for a drawing to be held at the conclusion of the exhibition. They also presented a quilted wall hanging for the library in commemoration of the exhibit. Details and recent photos are available on the exhibit Web site: <http://www.library.umc.edu/face>.



David Jeurgens, Rowland Medical Library, speaks with three of the quilters who designed and stiched the quilt shown here to commemorate the 'Changing the Face of Medicine' exhibit at Jackson, Mississippi's Medical Mall this spring.

☞ Gunter Library at the Gulf Coast Research Laboratory in Ocean Springs, MS

Joyce Shaw, Librarian at Gunter Library at the Gulf Coast Research Laboratory reports that her library has received a SOLINET grant as part of the Academic Library Hurricane Recovery Project, funded by The Andrew W. Mellon Foundation. The funds will support recovery from damages inflicted by Hurricane Katrina. This is the second award from the Academic Library Hurricane Recovery Project that Gunter Library has received. In 2007, Gunter Library replaced over 300 books and journals using the first round of Recovery Project funds. Hurricane Katrina's storm surge flooded the library with 13"-15" of marsh water. Nearly 1,300 books and all or parts of 135 journal titles were lost due to the flood. Library materials kept in offices and laboratories were destroyed, as well.

Gunter Library was also selected to receive the "ILMS Connecting to Collections Bookshelf." The contents of the bookshelf were selected by a blue ribbon panel of conservation experts and include an essential set of books, online resources, and a user's guide to aid small libraries and museums in the care of their collections. The IMLS Bookshelf was made possible by a cooperative agreement with the American Association for State and Local History and with support from the Getty Foundation, the Henry Luce Foundation, and the Samuel H. Kress Foundation.

Joyce's library is leading the effort to have Community Emergency Response Team (CERT) training offered on campus. CERT, offered through the Mississippi Department of Homeland Security Civilian Corp office, is a training program to help people help themselves, their families, and their communities in the event of a disaster. Classes are presented over 20 hours and cover topics such as managing utilities and small fire suppression, basic first aid, search and rescue, organizing volunteers, and communication with local emergency responders. CERT provides a positive and realistic approach to emergency and disaster situations where citizens may be on their own. CERT training is standardized across the United States and is funded through the US Department of Homeland Security to each state. An agency wanting to provide CERT training requests grant funding from the state office which is used to hire a trainer and purchase course materials.



On February 29 Mississippi Biomedical Library Association members met on a sunny day in Jackson for a full day of CE taught by Sheila Snow-Croft. Left to right are Lucy Stevenson (St. Dominick Hosp., Jackson), Sheila Snow-Croft (NN/LM SE/A Baltimore), Rhoda Williams (Central Mississippi Med. Cent., Jackson), Susan Clark (Rowland Medical Library, Univ. of Miss.), Helvi McCall (Rowland), Dianne Jones (VA Med. Cent., Jackson), Chameka Simmons (Rowland), Norman Yapp (St. Dominick Hosp.), Priscilla Stephenson (VA Med. Cent.), Ann DuBard (Central Mississippi Med. Cent.), Candace Vance (Rowland), Janet Bishoff (Baptist Hosp., Jackson). With thanks to Steve Zary, photographer and librarian at Forrest General Hospital, Hattiesburg!

SOUTH CAROLINA



☞ University of South Carolina School of Medicine Library, Columbia, SC

The Library welcomes its newest faculty member, **Karen McMullen**. Karen, our new Head of Access Services, comes to us from USC's Thomas Cooper Library, where she worked as the Serial Acquisitions Librarian for nearly five years. Her professional experience also includes many years of service as a Reference Librarian at the South Carolina State Library. She graduated from USC's College of Library and Information Science. We are happy to have her join our team!

Briget Livingston, Systems Librarian, has been elected Chair-Elect, MLA Public Services Section. Congratulations Briget!

Felicia Yeh, Assistant Director for Collections Management, has been appointed to the Emergency Preparedness Committee of the National Network of Libraries of Medicine Southeastern/Atlantic Regional Advisory Committee.

Rozalynd P. Anderson, Steven P. Wilson, Mary Briget Livingston, and Allison D. LoCicero published "Characteristics and Content of Medical Library Tutorials: A Review." *J Med Libr Assoc.* 2008 January; 96(1): 61-63.

The Library hosted a meeting of the Columbia Area Medical Librarians Association on January 11. Guest speaker, Ms. **Jane Bridges**, Mercer University Clinical Campus Librarian, Memorial University Medical Center, Savannah, Georgia, reported on her experience of organizing a hospital library collection in a mission hospital in Ile-Ife, Nigeria.

☞ Medical University of South Carolina Library, Charleston, SC

The Medical University of South Carolina Library will have presentations at upcoming conferences this spring.

At the Southern Group on Educational Affairs (SGEA) Annual Meeting April 3-5 in Nashville, Tennessee, hosted by Vanderbilt University School of Medicine:

Laura Cousineau will present a poster entitled "Designing Clinical Portals & WebCT: A Collaborative Initiative for Residency Education."

Sherman Paggi, MUSC Library Web Developer, will present "Clinical Portals: A Resource Management System for Residency Education and Patient Care" at the "Tech-ville Demonstration," sharing information about the techie side of creating clinical portals.

Besides Ms. Cousineau and Mr. Paggi, both presentations are co-authored by MUSC Library systems engineer, David McCabe and two MUSC Department of Pediatrics faculty, Dr. Olivia Titus and Dr. David Annibale. The SGEA is a regional professional section of the Association of American Medical Colleges (AAMC).

Later that same month in Hawaii, Ms. Cousineau will present at the annual meeting of the Association of Pediatric Program Directors, part of the Pediatric Academic Societies meeting. As co-director of the MUSC Department of Pediatrics Evidence-Based Medicine residency education program, she will present a poster entitled “Creating a Resident-Powered EBM Training Program.” She is also a co-author on a second poster and is proud to announce that all of her PL3 residents will have posters as well that display the results of their EBM capstone research projects.

☞ **Greenville Hospital Library System Health Sciences Library, University Medical Center, Greenville, SC**

The Greenville Hospital Library System Health Sciences Library won first place in the NMLM Creative Promotions Award for “Looking for Answers? @sk Your Medical Librarian.” Read more about the Greenville campaign in the February 2008 issue of *MLA News*.

T E N N E S S E E



☞ **St. Jude Children’s Research Hospital**

Jan Orick, St. Jude Children’s Research Hospital, is the 2008 recipient of the MLA Lois Ann Colaianne Award for Excellence and Achievement in Hospital Librarianship.

According to MLA, “This award is given to a member of the association who has made significant contributions to the profession through overall distinction or leadership in hospital library administration or service; production of a definitive publication related to hospital librarianship, teaching, research or advocacy; or the development or application of innovative technology to hospital librarianship.”

☞ **Preston Medical Library, University of Tennessee, Knoxville, TN**

In March, Preston Medical Library, University of Tennessee Graduate School of Medicine, welcomed **J. Michael Lindsay** to the library faculty. He is the new Serials and E-Resources Librarian. Michael comes to Preston from the University of South Alabama, where he served as Electronic Resources/Collection Development Librarian at the Baugh Biomedical Library. A native of East Tennessee, he and his wife Samantha are returning home. Welcome to Preston,

and welcome home!

Eskind Biomedical Library, Vanderbilt University, Nashville, TN

Eskind Biomedical Library will be hosting one of the 2008 Cunningham Memorial International Fellowship recipients after the MLA annual meeting May 21st -28th. Lisa Kruesi is currently the Manager of the Herston Health Sciences Library at the University of Queensland's Royal Brisbane and Women's Hospital. See her library web site: <http://www.library.uq.edu.au/hsl/herston/>. Lisa's Eskind experience will include hands on opportunities to practice clinical librarianship through observing a tumor board in action and rounding in the Medical Intensive Care Unit, learning about the unique training program and participating in professional continuing education activities, and learning about Eskind's Go Local Tennessee project.

The LISTEN Project: An Innovative Program to Enhance Nurses' Information Literacy Skills

The LISTEN (Learning Information Seeking and Technology for Evidence-based Nursing practice) project is a 3-year (2007-2010) Health Resources and Services Administration (HRSA) grant directed by Dr. Cynthia K. Russell, Professor in the College of Nursing at the University of Tennessee Health Science Center in Memphis, TN. The purpose of the LISTEN project is to improve information literacy competencies among student and professional nurses. The LISTEN project is a series of online learning modules designed for adult learners who have varying professional backgrounds, different learning styles, and diverse aptitudes, knowledge, and skills for information technology, information seeking, and information application. The project uses individualized learning strategies within robust web-based interactive multi-media training modules to improve the information literacy competencies of undergraduate and graduate nursing students and practicing workforce nurses. The LISTEN project team is attempting not only to improve information literacy but to create an awareness of these competencies. The project hopes to help others understand and to grasp the benefits of equipping nursing students and workforce nurses with these skills, ultimately improving the student learning experience and patient care encounters for both nurses and patients.

The LISTEN program will first target students in the professional entry and graduate programs at the University of Tennessee Health Science Center College of Nursing. In its second phase, LISTEN will be delivered to nurses employed at the Memphis Veterans Affairs Medical Center (VAMC), one of our community partner institutions. The project will be sustained through its continuation in the College of Nursing and the Memphis VAMC and its deployment as a web-based nationwide continuing education program.

The LISTEN grant has a complement of highly qualified team members, including two health sciences librarians and SC/MLA members, Richard Nollan, MLS, MA and Lin Wu, MLIS, AHIP of the University of Tennessee Health Science Center Library. The LISTEN project understands the importance of consulting with librarians as the project aims to enhance information literacy competen-

cies among its stakeholders. Mr. Nollan and Ms. Wu play important key roles within the project and are involved in website and online tool progress, program course offerings, and module development. Dr. Russell commented, "There is no way that we would have attempted this project without the involvement of our health science librarians. They had integral roles in the development of the proposal and their perspectives help our team accomplish our goals."

The LISTEN project offers a great deal of unique tools to support lifelong learning available from the project website (<http://www.listenuphealth.org>). The LISTEN website offers up-to-date resources to keep nurses at all levels informed of the ever-changing world of information literacy. The LISTEN website also offers a blog for commentary, a collaborative wiki, evidence-based tips of the week, and numerous online evidence-based website links that are tagged using keywords or tags to help nurses locate information quickly through the LISTEN social bookmarking site <<http://del.icio.us/listenuphealth>>.

For more information about LISTEN project, please visit the LISTEN home page at <http://www.listenuphealth.org> and the LISTEN social bookmarking site at <http://del.icio.us/listenuphealth>.

Martha C. Watkins Memorial Scholarship Contributors

The following list reflects those who have contributed to the Martha C. Watkins Memorial Scholarship between December 1, 2007 and March 15, 2008:

Janet Fisher □ Brenda Lee Clemans-Taylor □ Faith Meakin □ Martha Jane Zachert □ Sondra Pfeiffer
□ Pat McGee □ Pat Cole □ Laura K Cousineau □ Anna-Liisa Rosner □ Ada M Seltzer □ Carol Burns

Membership Committee & Membership Database Coordinator Report

Submitted by Sandy Oelschlegel, Chair and Sandra Canham, Database Coordinator

The 2008 Southern Chapter membership status as of March 15:

175 Paid Renewals

9 Paid New Members

32 Honorary Members

216 Total

Membership deadline for 2008 is April 30, 2008. Membership renewal notices were sent out in early December. Renewal forms are available through the Chapter's web site at

<http://www.scmla.org/forms/memform.pdf>. Membership Committee members are contacting the non renewed members. If you have questions about renewal, contact your State membership committee member:

Membership Committee:

Chair-2009 Tennessee Rep
Sandy Oelschlegel

Alabama - 2009
Sondra Pfeiffer

Mississippi - 2009
David Juergens

Puerto Rico - 2009
Margarita M. Gonzalez Perez

Florida - 2009
Nadine Dexter

South Carolina - 2008
Felicia Yeh

Georgia - 2009
Kristin A. Howard

Please welcome our 9 new members who have joined in the last four months.

Billy Beal is the Dean of Learning Resources at Meridian Community College in Meridian, MS. He has been an active member of the Mississippi Library Association for many years.

David Boilard is the new director of the College of Medicine's Green Library at Florida International University in Miami, FL.

Both **Trevor Diamond** and **Sharon Fields** are library assistants from the University of Georgia's Main Library and the Roberta L Burman Medical Library at Memorial Hospital at Gulfport, respectively.

Melissa Speed works at the Philadelphia College of Osteopathic Medicine at the Georgia campus in Atlanta.

Patrick McLaughlin is a current library and information sciences student at the University of South Carolina.

Kim Meeks is the Systems and Electronic Resources librarian at Mercer University School of Medicine.

Cindy Yu is an Assistant Professor in the School of Library and Information Science with the University of Southern Mississippi.

Eugenia Abbey is the Interim Library Director for the Georgia Perimeter College in Decatur, GA.

Please extend a warm welcome to our newest Southern Chapter members.

Announcements

MLA Personalized Resume Clinic

MLA Personalized Résumé Clinic @2008 Annual Meeting Chicago

The MLA Professional Recruitment and Retention Committee (PRRC), in conjunction with the MLA Placement Center, is delighted to sponsor the first Annual Meeting Personalized Résumé Clinic and you can help! First of all, the PRRC needs reviewer volunteers willing to spend a minimum of 1 hour assisting conference attendees in improving the creation of their cover letters and résumés. Library directors and associate directors (past and present), department heads, and human resources officers, normally review scores of cover letters and résumés each year and know the perks and pitfalls—thus, we welcome your expertise.

Or would you like to have your cover letter and résumé reviewed? Each résumé applicant will have 15 minutes with a reviewer in a meeting room located at the conference hotel. During that time, the reviewer will critique the applicant's résumé and cover letter and offer tips and advice for improvement. The hours of the PRRC Résumé Clinic will be: Sunday May 18th 3:00pm - 5:00pm; Monday May 19th 10:00am-12noon and 1:00pm - 5:00pm; and Tuesday May 20th 10:00am-1:00pm.

These hours of operation have been selected to avoid major conference event conflicts. If you would be willing to serve as a reviewer, please contact Carolyn Warmann at Carolyn.warmann@ucsd.edu, who will work with you to set-up a time slot for service. If you would like to register to have your résumé reviewed, contact Craig Haynes at chaynes@ucsd.edu. The PRRC hopes you find this annual meeting service helpful.

Librarian Issues Column ***by Michael S. Fitts***

Greetings all of you out there in library land. I wanted to touch upon one of those difficult topics that most likely all of us have experienced at some point in our lives. That topic is that of workplace gossip. If we're honest most of us have likely engaged in this activity at one time or another. Unfortunately the participants may not realize that what they may consider harmless can actually be quite harmful to not only the individuals involved, but the organization as a whole and can sometimes even affect friendships and family relationships. Office gossip can lead to several things including but not limited to:

- Loss of productivity
- Feelings and reputations hurt
- Loss of morale and trust
- Good employees may leave

So as a library professional or just as a professional in general how can we combat workplace

gossip? It seems as one of the best things that we can do is be proactive and keep the lines of communication open. Make a conscious decision for yourself to not take part in it. While you don't have to be critical or judgment of others you can alert those participants that you aren't interested in hearing what is being said as you don't have all of the facts. We should all remember that people do have a right to their privacy and we should respect that.

Lastly I wanted to end with a few quotes concerning gossip that I thought you might enjoy.

"There is only one thing in the world worse than being talked about, and that is not being talked about." Oscar Wilde

"Gossip is the art of saying nothing in such a way that leaves practically nothing unsaid." Walter Winchell

"Whoever gossips to you will gossip about you." Spanish Proverb

"If you do not have anything nice to say about anybody, come sit next to me." John Heywood

"The things most people want to know about are usually none of their business." George Benard Shaw

"An expert gossip knows how much to leave out of a conversation." Unknown

"Of every ten persons who talk about you, nine will say something bad, and the tenth will say something good in a bad way." Antoine Rivarol

2008 Annual Meeting: Call for Papers and Posters

Call for Papers & Posters: Making the Magic Flow

The 2008 Program Committee cordially invites you to submit proposals for contributed papers and posters for the 2008 SC/MLA and ALHeLA joint meeting in Birmingham, Alabama. October 26 - 30. We are seeking creative, innovative, and dynamic people to share their experiences, research, and ideas! Whether you are a seasoned presenter or a novice, we encourage you to consider this opportunity.

Proposals are solicited on (but not limited to) the following topics:

Focus on PEOPLE - How do you connect with people? Are you starting a new program? Have you discovered an effective teaching method? How do you market, promote, evaluate, and gauge the

quality of your services and programs?

Focus on CAREER - How do you stay motivated and stay 'unstuck'? How do you lead when you aren't a supervisor? Have you got vita/resume/interview advice? Do you have a mentoring experience to share?

Focus on TECHNOLOGY - Are you using an old technology in a new way or a new technology in an old way? Have you discovered any new tips or tricks? How are you using social software to connect with people?

Abstracts will be evaluated on originality, innovation, organization and clarity of presentation, and relevance to improving service or practice.

For more information, go to <http://www.uab.edu/lister/scmla/call.php>.

The Final Word...

Well Nicole and I have enjoyed bringing you another issue of *Southern Expressions*. We hope you enjoy this issue and look forward to bringing you more issues in the near future. In this issue we have another column by Michael Fitts. He would love to hear your thoughts on the issues you feel affect librarianship, management, and the profession in general.

We hope you plan to spend the last week of October here with us in the Magic City.

