

**Conference Program  
October 15-17, 2003  
Bavarian Inn Lodge  
Frankenmuth, Michigan**

**Conference Registration  
in the River Room Lobby**

Tuesday, October 14.....	6:00pm to 8:00pm
Wednesday, October 15.....	7:00am to 8:00am
	12:00pm to 1:00pm
	5:00pm to 6:00pm
Thursday, October 16.....	7:00am to 8:30am
	3:30pm to 4:30pm
Friday, October 17.....	8:00am to 9:00am

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**CONFERENCE REGISTRATION**

Doris Blauet  
Medical Library, Genesys Regional Medical Center  
One Genesys Parkway, Grand Blanc, MI 48439  
(810) 606-5260

**CONFERENCE PLANNING COMMITTEE**

Joan Emahiser – Chairperson  
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Mary Fitzpatrick, Diane Gardner, Barbara Morey, and Pat Wolfgram.

**Friday, October 17<sup>th</sup>**

8-9am	<b>Breakfast in the Brahms Room &amp; Hotel Checkout</b>
9-11am	<b>Managing Hospital Library Collections: Tips &amp; Tricks for Resource Building with Limited Funds (Panel) in the Danube/Mosel/Rhine River Rooms</b> <i>Presenters: Deborah Adams, Director, Library &amp; Internet Services, Botsford General Hospital; Michael Simmons, Library Manager, Sparrow Medical Library, Sparrow Health System; Ellen O'Donnell, Director, Medical Library, St. John Hospital &amp; Medical Center.</i> Maintaining library collections is a continuous challenge for hospital librarians in today's ever-changing budgetary environments. Hear from three hospital librarians as they share their experiences and solutions in sustaining viable collections.
11am-1pm	<b>Lunch On Your Own</b>
1-2:30pm	<b>Concurrent Sessions</b>
<b>Session #1</b>	<b>Implementing Successful Grants in the Mosel/Rhine River Rooms</b> <i>Presenters: Nancy Allee, Director, Public Health Information Services &amp; Access, University of Michigan; Barbara Platts, Manager, Department of Library Services, Munson Medical Center.</i> Learning to write a grant and obtain funding for a project is only the beginning. The speakers, focusing on their own experiences, will assist participants in dealing with the challenges of taking a proposal for a grant-funded project to fruition.
<b>Session #2</b>	<b>Understanding Wireless Data Networks in the Danube River Room</b> <i>Presenter: Paul Killey, Executive Director of Information Technology, College of Engineering, University of Michigan.</i> Wireless data networks are becoming increasingly common within libraries and continue to be a topic of great interest. Learn the fine points of what "going wireless" entails and how it effects the future of libraries.
2:30-3pm	<b>Break in the River Room Lobby sponsored by BMJ Publishing, Inc.</b>
3-4pm	<b>PDA Pearls: Ideas From a Sea of Mobile Technologies in the Mosel/Rhine River Rooms</b> <i>Presenters: Sandra Martin and Wendy Wu, Shiffman Medical Library, Wayne State University</i> Health science practitioners, faculty and students are using mobile technologies (e.g. handheld computing devices & personal digital assistants (PDAs)) for data management, calculation and practice management. Drug information, decision-support tools, storage of patient histories, treatment guidelines, and educational materials, as well as communication, and literature searching are just some of the examples of the many applications that have been rapidly adapted for mobile and wireless technologies. In 2001, librarians at WSU Shiffman Library began to take on support roles of the School of Medicine's rapid adoption of PDA technology. Come hear more about our discoveries – what has happened, what is going on now and what are some future directions for becoming mobile.



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**Thursday, October 16<sup>th</sup> Continued**

**Session #2 Strategies for Improving Health Literacy:  
A Public Health Perspective  
in the Altmuehl River Room**

*Presenter: Sharon Sheldon & Michele Baukema,  
Washtenaw Public Health Department*

Learning objectives include defining health literacy, understanding culture's influence on health and a review of recent research on this timely topic. In this interactive session, the presenters will introduce strategies for increasing health literacy, provide a skills set for assessing health literacy and show participants how to create materials to enhance health literacy through small group activities.

2:30-2:45pm **Break with Vendors in the Brahms Room  
sponsored by Swets Blackwell, Inc.**

2:45-3:45pm **Keeping Pace With the Library of Michigan  
in the Danube/Rhine River Rooms**

*Presenter: Joanne M. Budler, Deputy State Librarian,  
Library of Michigan.*

Find out what's new at the Library of Michigan. This is your opportunity to learn about services, new initiatives, and future endeavors from the Library of Michigan and how they will affect your library's operations and services.

3:45-4:15pm **GMR Update in the Danube/Rhine River Rooms**  
*Presenter: Ruth Holst, Associate Director, GMR*

4:30pm **Special Event in the Chocolate Shop in the lower  
level of the Bavarian Inn Restaurant\***

Be transformed into a German baker. The Bavarian team will instruct you in the proper method and then you get to customize your treat. See how much chocolate and crunchy goodies you can load on this tasty German snack. Curious? Be sure to join us for a fun-filled, get your hands dirty event.

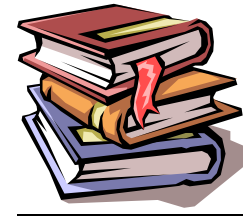
6:00pm **Dinner at the Bavarian Inn Restaurant's\*  
Austrian Room**

Join us for a traditional Bavarian Inn family style dinner. Real mashed potatoes, gravy, stuffing, fried chicken, roast beef, and so much more. Are you hungry yet? Enjoy a sit down dinner with your fellow MHSLA members and guests. Afterwards enjoy a stroll over the bridge and around the many downtown shops and attractions.

\* **The Bavarian Inn Restaurant is a different facility than the lodge.**

**MHSLA would like to thank the following contributors for their  
generous donations to our annual conference.**

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**Wednesday, October 15<sup>th</sup>  
Continuing Education Classes**

8am-3pm **Show Me the Money: Grant Writing for Librarians  
in the Danube/Rhine River Rooms**

*Presenter: Evelyn Daniel, Frances Carroll McColl Professor, School of Information & Library Science, University of North Carolina – Chapel Hill.*

**6 MLA credit hours**

After participating in this grant-writing workshop, it is expected that participants will approach grant-seeking and proposal writing with knowledge and confidence. Each component of the grant-writing process will be addressed and practiced: creating a concept; searching for funders; documenting the need; writing observable and measurable objectives; developing a work plan, an evaluation plan and a dissemination plan; determining the resource needs; packaging the proposal. Instructions will be by lecture-demonstration using slides and handouts and directed activities by participants.

8am-5pm **Introduction to Health Informatics  
in the Altmuehl River Room**

*Presenter: Elizabeth Wood, AHIP, Director/Information Scientist, Lee Graff Medical & Scientific Library, City of Hope National Medical Center, Duarte, CA*

**8 MLA credit hours**

Informatics in clinical and academic settings has often involved librarians. However, librarians can have a much bigger role both in traditional library positions and in new professional opportunities. Learn what is happening in informatics, where it is going, and how librarians can develop relationships and move into new job arenas. Gain knowledge of where informatics is being taught and how it is being used. Understand who is involved and the types of research being done. Individuals interested in pursuing training in informatics or beginning a new career will know the resources to use and how to begin.

10-10:15am **Break sponsored in part by  
Majors Scientific Books**

Noon-1pm **Lunch in the Lorelei Lounge**

2-2:15pm **Break sponsored in part by  
Ovid Technologies, Inc.**

6pm **Dinner On Your Own**

6pm Board Members - Dinner and Meeting  
Garden Room at Zehnder's Restaurant

**Thursday, October 16<sup>th</sup>**

7-8:00am **Breakfast with Vendors & Posters  
in the Bach/Beethoven/Brahms Rooms**

8:30-9:15am **Keynote Address: Copyright Surprises  
in the Bach/Beethoven Rooms**

*Presenter: James Hilton, Associate Provost for Academic, Information and Instructional Technology Affairs, University of Michigan.*

Within our world we see intellectual progress as requiring free exchange of ideas. At the same time, we are surrounded by a larger world in which information is rapidly becoming a commodity – property with tangible value. In that world, legal, cultural, and technological changes are rapidly moving toward a “pay per view” model in which each peek at a piece of information comes at a price and ideas are zealously guarded. How we respond to these changes with our students and colleagues will determine much about the future of scholarship. In this talk, we will review some of the misconceptions people have about copyright law, fair use, the forces driving information commodification, and the challenges that face the education community.

9:15-9:30am **Break with Vendors in the Brahms Room  
sponsored by Elsevier**

9:30-11:30am **MHSLA Business Meeting  
in the Bach/Beethoven Rooms**

11:45am-1pm **Lunch with Vendors  
in the Bach/Beethoven Rooms  
sponsored by BMJ Publishing, Inc.**

1-2:30pm **Concurrent Sessions  
Session #1 Alternative Careers for Librarians  
in the Danube/Rhine River Rooms**

*Presenters: Ruth Holst, Associate Director, Greater Midwest Region (GMR). Judy Field, Senior Lecturer, Library and Information Science Program, Wayne State University.*

**Ruth Holst What about becoming an Informationist?**

This presentation will explore the possibilities for health sciences librarians to extend their practice to environments outside the traditional library. This will include options that enable librarians to use their specialized information skills within a given context, including the controversial “Informationist” concept.

**Judy Field Exploiting your Competencies!**

This presentation will identify those competencies that make information professionals valuable to their organizations. This will include a list of nontraditional career options in which many information professionals have been successful.