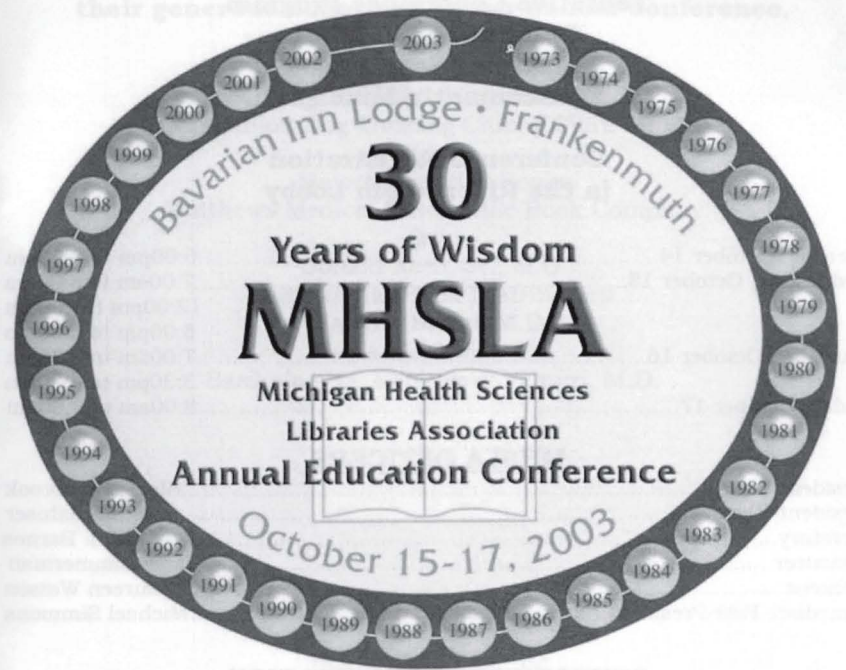


MHSLA would like to thank the following contributors for their generous support of the 30th Annual Conference.



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**Tentative 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

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Gurpreet Rana – Education Committee Chairperson
Cheryl Putnam – Local Arrangements Chairperson

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Helen Look, Maureen Watson, and Vanina Chavarri.

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Cheryl Putnam – Chairperson
Doris Blauet, Leann McGaugh, Martha Studaker, Melanie Bednarski,
Mary Fitzpatrick, Diane Gardner, Barbara Morey, and Pat Wolfgram.

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Wednesday, October 15th
Continuing Education Classes

8am-3pm **Show Me the Money: Grant Writing for Librarians**
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**
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**

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 16th

7-8:30am **Breakfast with Vendors & Posters**

8:30-9:15am **Keynote Address: Copyright Surprises**
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**
Break sponsored by Elsevier

9:30-11:30am **MHSLA Business Meeting**

11:30-1pm **Lunch with Vendors**
Lunch sponsored by BMJ Publishing, Inc.

1-2:30pm **Concurrent Sessions**

Session #1 Alternative Careers for Librarians

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.

Thursday, October 16th Continued

**Session #2 Strategies for Improving Health Literacy:
A Public Health Perspective**

*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
Break sponsored by Swets Blackwell, Inc.**

2:45-3:45pm Keeping Pace With the Library of Michigan

*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

Presenter: Ruth Holst, Associate Director, GMR

4:30pm Special Event

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

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.

**Friday, October 17th
Breakfast & Hotel Checkout**

8am-9am

9am-11am Managing Hospital Library Collections: Tips & Tricks for Resource Building with Limited Funds (Panel)

Presenters: Deborah Adams, Director, Library & Internet Services, Botsford General Hospital; Michael Simmons, Library Manager, Sparrow Medical Library, Sparrow Health System; Ellen O'Donnell, Director, Medical Library, St. John Hospital & Medical Center.

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 Lunch On Your Own

1pm-2:30pm Concurrent Sessions

Session #1 Implementing Successful Grants

Presenters: Nancy Allee, Director, Public Health Information Services & Access, University of Michigan; Barbara Platts, Manager, Department of Library Services, Munson Medical Center.

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.

Session #2 Understanding Wireless Data Networks

Presenter: Paul Killey, Executive Director of Information Technology, College of Engineering, University of Michigan.

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.

**2:30pm-3pm Break sponsored by
BMJ Publishing, Inc.**

3pm-4pm PDA Pearls: Ideas From a Sea of Mobile Technologies.

*Presenters: Sandra Martin and Wendy Wu,
Shiffman Medical Library, Wayne State University*

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.

