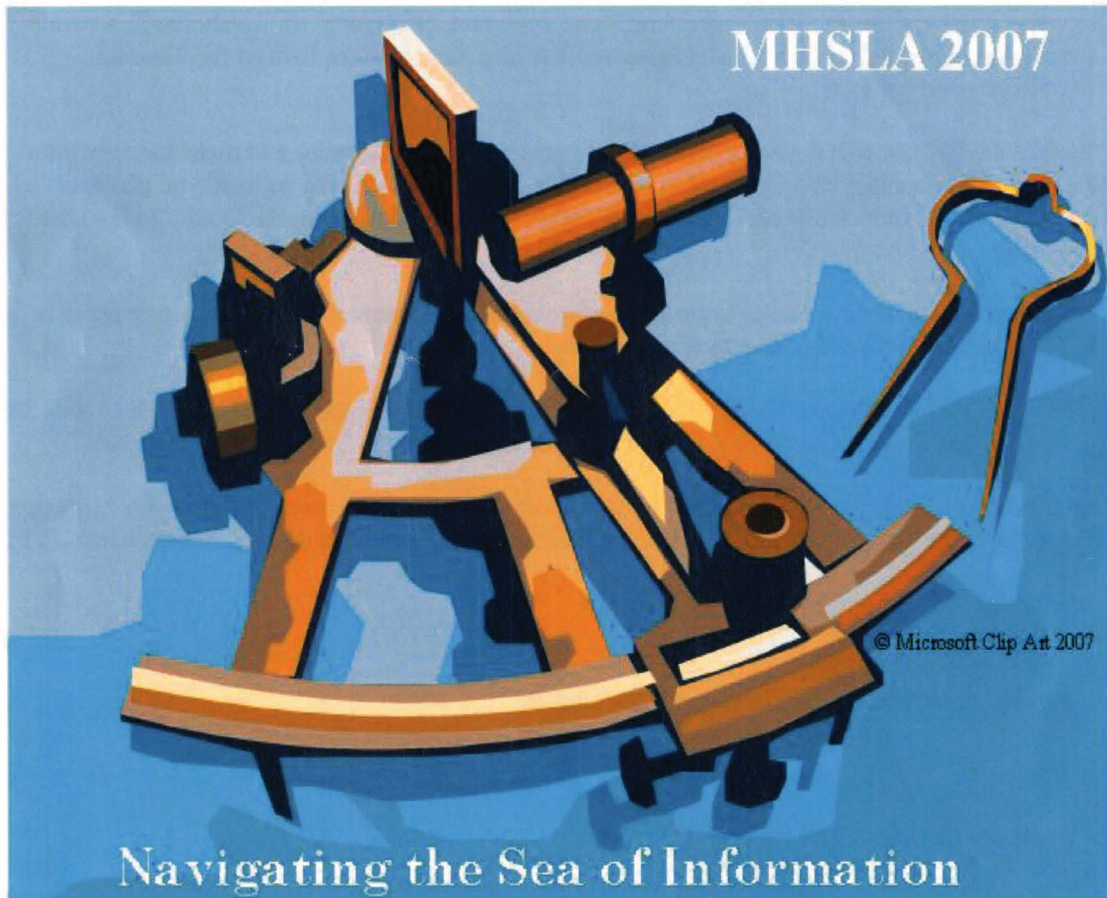




Michigan Health Sciences Libraries Association Presents



September 26-28, 2007
Bay City, Michigan

**Doubletree Hotel &
Conference Center**

Final Program and Descriptions

Welcome *MSG from the MHSLA President

Rehi! Welcome to MHSLA 2007, “Navigating the Sea of Information”, and Michigan’s own City by the Bay. The annual education conference, **IMHO**, has a lot to offer you – so glad you’ve come.

Our keynote speakers are Bill Barnes and Gene Ambaum, originators of “Unshelved”, a comic strip about libraries and librarians. Unshelved has been described as Dilbert for librarians. Should be good for **LOL**.

Wednesday’s CE’s will raise our sensitivity to generational differences and make us more ethnically aware. Thursday and Friday also offer CE’s, some of which will be hands-on classes in a computer lab at Delta College. Link-outs, Web2.0, and MEL databases--**GR8** additions to the program!

You may want to improve your knowledge of government information resources, or engage in a **CONVO** about the health benefits of chocolate.

LFM? JSYK, all classes, meetings and events are listed in the program, so have a close look and plan in some time for networking, the special events, and **PHUN**, before you have to **GBTW**.

So, I hope to see you **GFETE** and enjoying our conference. If you are not fluent with ***Internet slang**, **Sry**. You might want to navigate the web for a good slang translator. Remember, **GIYF!**

In the spirit of information overload,
Patricia Martin, AMLS
AKA, President, MHSLA
Taubman Medical Library, University of Michigan

Sextant as Logo:



The sextant is an astronomical instrument used to determine latitude and longitude at sea by measuring angular distances, esp. the altitudes of sun, moon, and stars.

Definition taken from [www. dictionary.com](http://www.dictionary.com) January 12, 2007.

Just as the sextant was a guide used for navigation, MHSLA would like to guide it’s members through the *Sea of Information*.

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CURRENT SPONSORS

MHSLA would like to thank the following organizations for their support:

BMJ Publishing Group—Break Co-Sponsor
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Elsevier—Lunch & Learn
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National Archives Publishing Company—Break
OVID Technologies— Break
STAT!Ref— Break Co-Sponsor
Swets— Break Co-Sponsor
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EXHIBITORS

BMJ Publishing Group
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Matthews Medical & Scientific Books
Michigan Library Consortium
Natural Standards
The New England Journal of Medicine
OTech Services, Inc.
OVID Technologies
Rittenhouse Book Distributors, Inc.
STAT!Ref
Swets
Thomson Healthcare (Micromedex)
Wiley-Blackwell

MHSLA would like to thank those companies and institutions that donated items for various aspects of this conference.

HOSPITALITY TABLE HOURS

Tuesday, September 25
6:00 p.m.—8:00 p.m.

Wednesday, September 26
7:00 a.m.—9:00 a.m.
11:00 a.m.—1:00 p.m.
4:00 p.m.—6:00 p.m.

Thursday, September 27
7:00 a.m.—9:00 a.m.
12:00 p.m.—1:00 p.m.

Friday, September 28
7:00 a.m.—8:00 a.m.

MHSLA OFFICERS

Patricia Martin, President
Janet Zimmerman, President-Elect
Arlene Weismantel, Immediate Past President
Mary Cox/Arlene Weismantel, Secretary
Patricia Vinson, Treasurer
Maureen Watson, Archivist

CONFERENCE PLANNING COMMITTEE

Janet Zimmerman, Chairperson


Melanie Bednarski, Education Committee Chairperson
Diana Balint, Jennifer Barlow, Leslie Behm, Jennifer Bowen, Mary Fitzpatrick

Mary Fitzpatrick, Local Arrangements Committee Chairperson
Melanie Bednarski, Doris Blauet, Jennifer Bluhm, Diane Gardner, Mary Korman, Lea Ann McGaugh, Barbara Morey, Melba Moss, Diane O'Keefe, Cheryl Putnam, Martha Studaker, Sharon Williams, Pat Wolfgram

WEDNESDAY, SEPTEMBER 26

Breakfast	Wheeler
7:00am-8:00am	

Continuing Education
(Choice of One 6 hr CE or Two 4 hr CE's)

 Ethnic Awareness and Health Information Resources: Chicken Soup and Crawdad Gumbo

9:00am-4:00pm (6hr CE)

Davidson Room

Amy Lyons, MLS, MBA, AHIP
Associate Director of the Health Sciences Library
University of Buffalo, New York

Pat Sarchet, MA, MLS
Health Sciences Education Coord.
Medical Anthropologist
Grunigen Medical Library
University of California
Irvine Medical Center

Cultural awareness is no longer optional for anyone in the healthcare field. Hospitals, clinics, and private practices all have patients, physicians, nurses, and staff with diverse backgrounds and beliefs. Understanding how to bridge these cultural differences in order to provide quality health care is critical.

Breaks	10:00am-10:15am 2:45pm-3:00pm
Lunch Noon	Wheeler Room


 Working with Generational Differences

8:00am-12:00pm (4 hr CE) Salon D

Stacy Payne, MA
Oakwood Hospital

Boomers, Gen-X, the Internet generation, the Greatest generation... do you know who we are talking about? These are your patrons and your working colleagues. Explore the traits, likes, dislikes, and turn-offs of the diverse generations a library must work with. Find out how to relate or motivate a wide variety of people to provide the best customer service or employee relations possible.

Participants attending this session will learn strategies for achieving the best performance from each of the generations. Video tape and case studies help participants learn about how to motivate and manage each generation.

 Medical Libraries: Prescription for Success

1:00pm-5:00pm (4 hr CE) Salon D

Dr. James M. Matarazzo
Dean Emeritus and Professor Emeritus
Simmons College, Graduate School of Library and Information Science

Worried about budget reductions and how to stay viable, stay in existence, and overcome the obstacles that are facing libraries. Dr. Matarazzo will discuss a model that will allow for success. The current model many of our libraries have is akin to a warehouse. That model will not work for the future. He will discuss the move to a customer based rather than transaction based model. Models get put into place to meet the needs at the time and if are not re-visited become obsolete. Dr. Matarazzo will present a 4 step approach for resolving these issues.

Welcome Reception	6:00pm	Salons A/B
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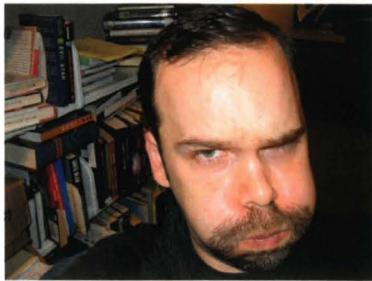
THURSDAY, SEPTEMBER 27



7:45am-8:45am SALON B

GMR Update Breakfast

Exhibitors Grand Foyer
7:00am-4:00pm



Bill Barnes

Gene Ambaum



9:00am-9:50am Keynote Address

SALON D

Bill Barnes and Gene Ambaum, the Unshelved comic strip authors/illustrators

A Funny Thing Happened on the Way to the Library

What possessed Bill Barnes and Gene Ambaum to write a comic strip about a library? And how do they keep tens of thousand of librarians around the globe laughing every day? Visit www.unshelved.com to find out what everyone's talking about, and then come to the keynote to hear Bill and Gene discuss what makes libraries so darned funny.

About Bill Barnes

Bill is a native New Yorker who was dragged all around the world by his parents at a very formative age and finally ended up in the wilds of Seattle. He is a trained software designer and very much an untrained cartoonist.

About Gene Ambaum

Gene is the pen name of a public librarian from the Seattle area. He loves graphic novels, television shows from his childhood, pina colodas, and getting caught in the rain. He continues to make the mistake of letting Bill write his bios.



THURSDAY, SEPTEMBER 27

9:50am-10:30am Unshelved Book Signing

10:30am-12:00pm **MHSLA Business Meeting** Salon D

10:00am-10:15am

Break

Noon Lunch Linda Draper, MSLS, Project Director -Michigan Go Local Coordinator-Detroit Community AIDS Library Coordinator-Information Services, Wayne State University Shiffman Medical Library	Michigan Go Local Salon B
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Government Information in the Health Sciences: The Best Medicine

1:15pm-5:15pm (4 hr CE)

Davidson Room

Maribeth Slebodnik, RN, BS, MLS
 Biomedical Sciences Information Specialist &
 Assistant Professor of Library Science
 Purdue University

Marianne Ryan, MLS, PhD
 Associate Dean for Learning
 Purdue University

This course will provide an introduction to locating and evaluating the range of health information and related scientific resources produced by or made available through the Federal government. The session will cover both popular and scholarly resources. Information from other governments including state and international will be discussed briefly.



Unshelved Workshop-*Surviving the Public*

2:00pm-3:00pm

Defoe Room

Share your customer service nightmare stories with the Unshelved guys, and hear their advice on how to give great service without killing the customer, your boss, or yourself.

Gene Ambaum

Bill Barnes

2:45pm-3:00pm

Break

Health Benefits of Chocolate

3:30pm-5:00pm

Defoe Room

Dr. Patrick F. Fields aka (Doc Choc)

Adjunct Science Instructor, Olivet College

The first part will examine how chocolate can be a healthy and delicious way to treat ourselves. The second part will consist of CHOCOLATE TASTING! "Doc Choc" will bring a variety of chocolates for you to taste and decide which you like the best.

SPECIAL EVENT—*Mysteries from the Depths of Space*

6:00PM

Did Mars once harbor life, and could that life survive today? What does the unseen side of Mercury look like? What lies beyond the orbit of Pluto? Do other Earth-like planets exist? What shapes the beautiful and bizarre planetary nebulae? Is time travel possible? Come explore these and other intriguing mysteries from the depths of space.

8

PLANETARIUM SHOW AND DINNER AT THE DELTA COLLEGE PLANETARIUM AND LEARNING CENTER

FRIDAY, SEPTEMBER 28

Breakfast & Learn
EOS International

7:00am-8:00am Salon B

✦ Introduction to RSS & Blogging for Librarians

8:00am-10:00am (2 hr CE) Computer Lab

Sandy Swanson
Librarian, Mercy General Health Partners-Muskegon

This hands-on course will cover, the concepts and definitions of these new technologies, selecting and customizing a news aggregator. This course will also help participants find ways to discover pertinent information resources (weblogs) and select and customize blog software. Participants will discover how to use blogs as public relations and internal communication tools. It will conclude with a look at what's ahead for this exciting field.

✦ Beyond an Apple a Day: Providing Consumer Health Information in the Public Library

8:00am-12:00pm (4 hr CE) Davidson Room

Karen Vargas
Consumer Health Outreach Coordinator
National Network of Libraries of Medicine
South Central Region

This class will feature how to create a consumer health program at your library from scratch. Participants will learn about the information seeking behaviors of consumers. Collection development of print, electronic, and audiovisual materials will be discussed. The reference interview, disclaimers, and ethics as well as networking with medical librarians will be reviewed. How to partner for successful outreach efforts will be shared. The class is wrapped up with a brainstorming exercise of best practices for marketing the new consumer health program at your library.

Breaks 10:00am-10:15am
 2:45pm-3:00pm

Lunch Noon Salon B

Poster Session Davidson Room

✦ Michigan eLibrary (MeL) Health Resources

10:15am-12:15pm (2 hr CE) Computer Lab

Bonnie Campbell
Contracted instructor for the MeL resources through the Michigan Library Consortium
Principal in the information consulting firm, CMEd, Information and Services, LLC

MeL Health Resources hands-on class includes health information resources for both healthcare professionals and consumers. This class will focus on information intended for the consumer/patient and will also take a look at some of the professional literature available. Sources covered will include MeL Best of the Web Resources, Medline Plus, Gale's Health and Wellness Resource Center, Gale's Health Reference Center Academic, and MeL digital book health resources.

✦ Getting Started with LinkOut

1:00pm-4:00pm (2 hr CE) Computer Lab
(1 hour for questions and assistance)

Charniel McDaniels
Network Coordinator, National Network of Libraries of Medicine-Greater Midwest Region

LinkOut is a feature of PubMed that is designed to provide users with links from PubMed and other Entrez databases. This class will provide step-by-step direction on how to activate LinkOut for your library's print and electronic journal collections so that your users are able to see your holdings and access full-text through the PubMed interface. Topics covered are registrations for LinkOut, entering holdings, displaying your library's icon for "branding" purposes, and access to free full-text through LinkOut



FRIDAY, SEPTEMBER 28

PAPER AND POSTER SESSION ABSTRACTS



1:00pm-3:00pm

Davidson Room

Michigan Go Local by the Numbers: Assessing Usage Data for Service Improvement Opportunities

Annette M. Healy¹, Linda A. Draper², and Ellen B. Marks²

¹Science & Engineering Library and ²Shiffman Medical Library, Wayne State University, Detroit, MI 48201

The analysis of usage data for a Web-based health service directory can help identify opportunities for improving database content, maximizing the user's experience and focusing promotional activities. Michigan Go Local, an online directory of health services integrated with MedlinePlus that launched in January 2007, was developed by Wayne State University in partnership with the National Library of Medicine (NLM). The NLM database used by Michigan Go Local provides extensive monthly reports of use metrics including number of visitors, number of pages visited and referring domains. We will present usage data for the first 6 months of Michigan Go Local, including where users are located and how they access the site. We will also evaluate ways these data can be used to guide future development and promotional efforts.

MDMLG Highlights

Nandita Mani, MLIS, AHIP
Senior Information Resource Specialist/Coordinator
for Consumer Health and Education
Sladen Library & Center for Health Information Resources, Detroit, MI.

The Metropolitan Detroit Medical Library Group (MDMLG) poster will cover a brief history of the organization and its mission. The poster will exhibit members' various accomplishments ranging from publications and presentations to AHIP certification. The contributions made by MDMLG members, exhibits professionalism and excellence in the field of Library and Information Science.

NLM - NN/LM Awards Grant for Electronic Document Delivery of Journals Archived on Microfiche

Judith Barnes, Medical Librarian
Ingham Regional Medical Center, John W. Chi Memorial Medical Library

On May 14, 2007, the John W. Chi Memorial Medical Library, Ingham Regional Medical Center, Lansing, learned its project was funded by the National Library of Medicine. This grant allowed the Chi Library Staff to purchase an ImageMousePlus for digitizing documents from its microfiche collection to enable e-mailing articles to its borrowers and internal users. This poster will discuss the preliminary research, the project, and its results.

MHSLA Memorabilia

Maureen Watson, MS, AHIP, Optometry Librarian,
Ferris State University, Big Rapids, MI.

This poster features pictures of members with bags, cups, and other things we have given out at annual meetings over the years.

Link Rot in the JMLA

Alex Watson, MA, student, University of Michigan School of Information Science, Ann Arbor, MI.
Maureen Watson, MS, AHIP, Optometry Librarian,
Ferris State University, Big Rapids, MI.

This poster highlights a small study that was conducted concerning websites used in article citations and how they disappear.

MHSLA Research Committee

Misa Mi, Chair
Sandy Swanson, Marie-Lise Shams, Alison Grodzinski, Marge Kars

MHSLA's Research Committee conducted a survey in April 2007 asking MHSLA members to rate the importance of thirteen topics. Respondents were asked to rate the importance of each topic in terms of its impact, value and relevance to the respondent's library. Based on the survey results the Research Committee will focus on the New Role of Libraries and Librarians as the first survey research project.

MHSLA EDUCATION CONFERENCE 2007

WEDNESDAY SEPT. 26, 2007	THURSDAY SEPT. 27, 2007	FRIDAY SEPT. 28, 2007
7:00am-8:00am WHEELER ROOM <i>Breakfast</i>	7:45am-8:45am SALON B <i>GMR update breakfast buffet</i> Vendors GRAND FOYER	7:00am-8:00am SALON B <i>EOS Intl Breakfast & Learn</i>
8:00am-12:00pm SALON D Working with Generational Differences class by Stacy Payne 4 hr CE	9:00am-9:50am SALON D Keynote Address: Unshelved guys Gene Ambaum and Bill Barnes <i>A Funny Thing Happened on the Way to the Library</i>	8:00am-10:00am *COMPUTER LAB Introduction to RSS & Blogging for Librarians by Sandy Swanson 2 hr CE
9:00am-3:00pm DAVIDSON ROOM Chicken Soup and Crawdad Gumbo: Ethnic Awareness and Health Info. Resources by Amy Lyons and Pat Sarchet 6 hr CE	9:50am-10:30am SALON D <i>Unshelved Book signing</i>	8:00am-12:00pm DAVIDSON ROOM Concurrent with the above — Beyond an Apple a Day by Karen Vargas 4 hr CE
10:00am-10:15am Break	10:00am-10:15am Break	10:00am-10:15am Break
	10:30am-12:00pm SALON D MHSLA Business Meeting	10:15am-12:15pm *COMPUTER LAB MeL Health Resources by Bonnie Campbell 2 hr CE
Noon Lunch WHEELER ROOM	Noon Lunch SALON B <i>Michigan Go Local with Linda Draper</i>	Noon Lunch & Learn SALON B <i>Elsevier-Clinical Decision Support for Medicine, Nursing, and Pharmacy</i> Poster session DAVIDSON ROOM
1:00pm-5:00pm SALON D Medical Library: Prescription for Success class by Dr. J. Matarazzo 4 hr CE	1:15pm-5:15pm DAVIDSON ROOM Concurrent Govt Info in the Health Sciences class by Marianne Ryan & Maribeth Slebodnik 4 hr CE	2:00pm-3:00pm DEFOE ROOM Concurrent Unshelved guys workshop— <i>Surviving the Public</i>
1:00pm-4:00pm *COMPUTER LAB LinkOut class by Charniel McDaniels 2 hr CE		
2:45pm-3:00pm Break	2:45pm-3:00pm Break	2:45pm-3:00pm Break
	3:30pm-5:00pm DEFOE ROOM Concurrent Health Benefits of Chocolate by DocChoc	*COMPUTER LAB IS LOCATED AT THE DELTA COLLEGE PLANETARIUM AND LEARNING CENTER Across from the Doubletree Hotel and Conference Center
6:00 pm SALONS A/B Opening Night Reception	6:00 pm SPECIAL EVENT & DINNER AT THE DELTA COLLEGE PLANETARIUM AND LEARNING CENTER Across from the Doubletree Hotel and Conference center	<u>Local arrangements say Friday is a jeans day</u>

